



## Program and Buyer's Guide Ad Material Specifications

*Printing: 4-color (CMYK); Binding: Saddle stitched*

### **FULL PAGE:**

- **Trim size (actual finished page size): 8.5" x 11"**
- **Live image area: 8" x 10"** (keep critical copy and images in live area)
- **Bleed page size: 9" x 11.5"** (1/4-inch bleed on each side beyond trim)
- **(IMPORTANT: If submitting a PDF of a bleed ad, the finished PDF must be submitted at the full bleed size, 9x11.5, with bleed/trim marks visible).**

### **HALF-PAGE HORIZONTAL**

- **Ad Size: 8" w x 5.25" h**
- **No Bleed**

### **Electronic files (in order of preference):**

- **Highest resolution PDF files (or PDFx1a), with all fonts embedded**
- **InDesign CC 2019 or earlier (complete package, with all fonts/linked graphics included)**
- **Illustrator or Photoshop EPS files (with all fonts/linked graphics included, or text converted to outlines)**

### **ALL FONTS AND LINKED ARTWORK MUST BE INCLUDED OR EMBEDDED**

All art and graphics must be prepared as CMYK color, unless a BW ad

*(We cannot be responsible for quality problems resulting from missing fonts, artwork, and low resolution material submitted electronically.)*

### **To submit material**

- **Email or other electronic submissions: Files under 10MB can be sent via email ([jerry@mayeroff.com](mailto:jerry@mayeroff.com)). Larger files can be sent via Hightail to the following dropbox: <https://spaces.hightail.com/uplink/mayeroff>. If sending in a format other than PDF, please also include a reference PDF.**
- **For submission via CD, see address below.**
- **Any questions, please email [jerry@mayeroff.com](mailto:jerry@mayeroff.com) or call 773-761-0868.**

**Ad material deadline: Friday, August 12, 2022**

### **MATERIALS SHIPPING ADDRESS:**

**Mayeroff and Associates, 2724 West Coyle Avenue, Chicago, Illinois 60645-3018  
Phone: 773-761-0868; [jerry@mayeroff.com](mailto:jerry@mayeroff.com)**