

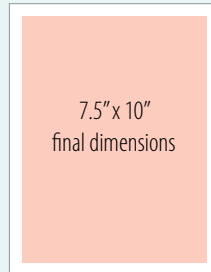
# Sponsorship Deadlines and Ad & Logo Specifications

## 2024 Program Book Ad Specifications

Please read specifications carefully.

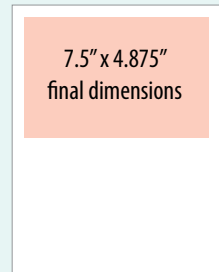
### Full-page Ad Specifications:

- 7.5" w x 10" h (vertical)
- full-color (CMYK)
- no bleeds



### Half-page Ad Specifications:

- 7.5" w x 4.875" h (horizontal)
- full-color (CMYK)
- no bleeds



## Acceptable File Formats

All files must be 300 dpi at full scale. All color must be CMYK/4c process. Any duotone, RGB, Lab, Pantone® spot or indexed colors will be converted. Color may shift when converted.

- PDF (Print-ready with all fonts and high-resolution images embedded)
- Illustrator: EPS Files (Fonts saved as outlines and embed any images)
- Photoshop JPEG, TIFF, and EPS files

Please note: Color viewed on a computer monitor is not an accurate representation of how the colors in the ad will print.

## Unacceptable Programs and Formats

We cannot accept files created in or from the following programs: Microsoft Word, Publisher, PowerPoint, Pagemaker, or Corel Draw. See the list above for the only acceptable file formats.

Artwork that does not adhere to these specifications will not be accepted. We cannot be held responsible for artwork, including logos, that is not produced to our specifications.

## Sponsorship Deadlines

If you would like to sponsor the Summit, please respond by sending in the completed form in this packet with payment in full.

To receive sponsor recognition your sponsorship reservation form must be submitted by **April 15, 2024**.

**E-mail questions or electronic files to: [cdsummit@pcrg.org](mailto:cdsummit@pcrg.org)**

Please send files larger than 10Mb via [www.hightail.com](http://www.hightail.com), Dropbox, or other file transfer site.

