

# ASOPRS ADVERTISEMENT SPECIFICATIONS



## Ad Size

### ASOPRS PROGRAM BOOK page trim size is 8.5" x 11"

	WIDE	DEEP	COLORS
Full page (no bleed)	7.5"	10"	CMYK** or Black/White
Full page (WITH bleed*)	8.75"	11.25"	CMYK** or Black/White
1/2 page horizontal (no bleed)	7.5"	4 5/8"	CMYK** or Black/White
1/4 page (no bleed)	3.625"	4 5/8"	CMYK** or Black/White

\*Include .125" (1/8") bleed all around the trim size.

\*\*All spots colors must be converted to CMYK.

## Ad Submission

### Preferred: PDF Format

High resolution (300 dpi) and fonts embedded; CMYK (no spot colors).

### Software Formats (if submitting original working files)

Preferred: InDesign CS, Illustrator and Photoshop.

Contact for permission: Quark Xpress, Microsoft Word.

Unacceptable: Publisher, Pages, PowerPoint

### File Formats

Preferred: High resolution PDF

Also accepted: High resolution TIFF, EPS, JPEG

### Links

All artwork/image files must be included if original working files are provided.

("Package" files if using InDesign, "Collect for Output" if using Quark Xpress.)

### Fonts

If working files are provided include all fonts used with the layout application.

OpenType fonts are preferred. Adobe PostScript are acceptable (include both the "printer" and "screen" font). We do not guarantee the flow of TrueType fonts.

### File Transfer by Email

Ad files can be submitted via email at [jason@stonescreative.com](mailto:jason@stonescreative.com).

### Online File Transfer

For online transfer of ad files please contact Stones Creative at email above or 612.205.4287.

### Media Format

USB Drive or CD/DVD is acceptable if online transfer is unavailable.