

RevCon Albany 2018

Sunday • May 6, 2018 @ The Desmond Hotel & Conference Center

PRESS-READY ADS

If you are providing a print-ready digital file, your ad must be submitted using the following specifications:

1) Press-ready Adobe Acrobat PDF file; PDF/X1a is the preferred file preset. Compatibility should be set for Acrobat 4 (1.3). Please "flatten" all files with fonts embedded before saving. Export from InDesign or Quark Express as 'Press Quality'.

2) Press-ready JPG & EPS files are accepted. Save Adobe Illustrator files as EPS with embedded photos & art. All fonts converted to outline. Save Adobe Photoshop files as flattened JPG, 300 dpi, in CMYK. 100% black text should be the top layer before flattening so it will overprint any background.

3) Layout

- Build ads to exact size dimensions.
- Do not add printer's crop marks to any file.
- Use high resolution images, 300 dpi for photos and 1200 dpi for non-vector line art is recommended.
- All files must be CMYK or Grayscale. Do not use spot, RGB or LAB colors.
- Do not embed ICC profiles in images.
- Avoid scaling images. If necessary, stay within 50%-150% range.
- Flatten all transparent objects at a high resolution. Avoid placing transparent object over text or other critical vector objects.
- Total ink coverage shouldn't exceed 280%
- Files should be right-reading, portrait mode, 100% to size with no rotations.

4) Fonts

- All fonts must be embedded and/or attached.
- Ensure all black text is 100% black (no rich black).
- Set all black text to OVERPRINT color backgrounds.
- Ensure all reverses and colored text are 10 pt or larger, using a thick font.

Please send all advertising files & digital graphic files to: Tarah@RevConEvents.com

Contact Tarah Warner for pricing or if you require ad design: 401-589-1321

Full page 7.5 x 10 inches \$375	2/3 vertical 4.875 x 9.75 \$275	2/3 horizontal 7.5 x 6.25 \$275
1/2 vertical 4.875 x 7.25 \$220	1/2 horizontal 7.5 x 4.75 \$220	1/2 vertical 2-column 3.625 x 9.75 \$220
1/3 page horizontal \$160 7.5 x 3.125	1/3 page vertical \$160 2.375 x 9.75 1/3 horizontal 2-column 4.875 x 4.75	1/4 page vertical 2-column \$125 3.625 x 4.75 horizontal 2-column 4.875 x 3.125 horizontal - 3-column 7.5 x 2.5
1/6 page \$85 vertical 2.325 x 4.75 horizontal 4.875 x 2.25	1/8 page \$65 2.325 x 3.125 1/12 page \$40 2.25 x 2.25	Business Card Ad* \$60 3.625 x 2.25 * ALL business card ads MUST be horizontal

Online Banner Ads - All options:

- \$200 for 6 months
- \$300 for 12 months