

ADVERTISING INFORMATION

FOR

PBA

PENNSYLVANIA
BUS ASSOCIATION

Representing the Motorcoach Industry Since 1923

MARKETPLACE DIRECTORY



Get The Most From Your Advertising

We want your organization to get the best representation in our PBA Marketplace Directory. We have outlined the specifications for logos, photos, graphics and copy needed to ensure your covers ads, inside page ads and profile pages look their ultimate best.

Logo Quality

Vector Artwork preferred. All typography in the logo should be converted to curves to keep any system to converting to a different font.

If you do not have the vector artwork, a PNG image (transparent) or JPG image **MUST** be at a 300dpi resolution.

Text Copy

All typography (ad copy text) should be converted to curves to keep any system to converting to a different font. You want to keep the look of your ad **EXACTLY** how you intended it to look.

Photo Quality

Any photos used in an Ad such as PNG image (transparent) or JPG image **MUST** be at a 300dpi resolution. Any resolution less than 300 dpi will have blurry results.

Submission

Final guidelines for submitting your logo, covers, ads and profile pages.

Vector Artwork Is Preferred.

- Save your artwork as a PDF with the resolution setting for High Quality Print. (Adobe, InDesign, Illustrator) or use PrePress settings in Corel Draw.

Image Ads & Profile Pages

- All ad placement and/or profile placements that have been saved as an image, **MUST** be at a 300dpi resolution before submitting to PBA.

Front Cover
AD COPY
8.5”w x 11.0”h

Inside Front Cover
AD COPY

8.25”w x 10.25”h

Full Page
AD COPY

8.25”w x 10.25”h

Please Note:

All Quarter Page Ad copy needs to be in a portrait format. Due to ease of placement, landscape formats will **NOT** be accepted.

Quarter Page
AD COPY

4.0"w x 4.75"h

Half Page
AD COPY

8.25"w x 4.75"h

Profile Page
AD COPY

8.25"w x 10.25"h

Inside Back Cover
AD COPY

8.25”w x 10.25”h

Back Cover
AD COPY
8.5”w x 11.0”h