

GHC 2018 Program Guide Ad Specifications

PRINT AD SIZES

Full page	(8"w × 10.5"h)
½ Horizontal	(8"w × 5.125"h)
½ Vertical	(3.875"w × 10.5"h)
¼ Vertical	(3.875"w × 5.125"h)
⅛ Horizontal	(3.875"w × 2.4375"h)

The finished booklet will be 8.5" × 11". Inner pages will be printed in color and have ¼" of white space on all sides, with no bleeds.

The ad sizes listed take into account the white space needed; ads may have images or text to the edge with no bleed required.

Back cover artwork should have a document size of 8.5" × 11" with a .125" bleed on all sides for a finished size of 8.75" × 11.25".

AD SIZE REFERENCE

See next page.

DEADLINE

Files must be submitted by January 5, 2018.

FILE SUBMISSION

Email all files to programads@greathomeschoolconventions.com or upload at hsconv.com/program-ads-2018

QUESTIONS?

If you have any questions or concerns, please contact us:

- Billing/general questions: (513) 748-6998 or kim@greathomeschoolconventions.com
- Technical questions: programads@greathomeschoolconventions.com

ACCEPTABLE FILE FORMATS

Please make sure the submitted file name includes your company name and ad size for reference.

All files must be sized according to the specifications listed here. Bleeds are acceptable but not required.

Ads will be available in color, so feel free to design in color (CMYK files required). Artwork must use a "rich black" instead of only black ink, as it causes issues with printing (at least 10% each of cyan, magenta, and yellow is sufficient).

- **PDF** (.pdf file extension)
Embed **all** fonts and images. Must be 350dpi (select "Press Quality" or "Commercial Press" preset when saving) and CMYK color mode.
- **Illustrator** (.ai or .eps file extensions)
Either package native file and zip package before sending, or outline all type and embed options. Either option **must** be accompanied by a press-quality PDF for reference.
- **InDesign** (.indd or .idml file extensions)
Package native file and zip package for sending; **must** be accompanied by a press-quality PDF for reference.
- **Photoshop** (.psd file extension)
Or any of the following image types: EPS, TIF, PNG, JPG; 350dpi or higher required, as well as CMYK color mode.
- **MS Office** (Publisher, PowerPoint, Word, etc.)
Change your document to the correct ad size **before** creating your ad; **must** be accompanied by a press-quality PDF for reference.

Ad Size Reference

