



## Conference Print Advertising Specifications

The 2019 SPE TPO **Automotive Engineered Polyolefins Conference** guide will be 8.5 x 11, 4 color with bleeds aqueous coated, folded and saddle-stitched.

**Deadline for Ad Submittal** July 17, 2020

## Send to

Ad and logo files not exceeding 10 mb can be mailed to [karen@spedetroit.com](mailto:karen@spedetroit.com)

Submit larger files via FTP to [www.yousendit.com](http://www.yousendit.com)

*Please include contact name, company, phone number and e-mail address with each ad or logo*

## Ad Upgrades

For ad upgrades from quarter to half page, half page to full page and other options such as back cover, inside cover or pocket, please contact Karen at (248) 244-8993 ext 3 for a quote and availability.

## Media Specifications

Please submit print advertisements as an Adobe PDF-X4 file. Illustrator CC or Photoshop CC files are also accepted. Graphics must be in .tif, .eps or .jpg format, CMYK, 300 dpi at 100%. All fonts within vector files must be converted to outlines. We cannot accept ads created in Word, Powerpoint, or any other software not listed above OR images embedded within. Artwork not production-ready to these specifications will incur pre-press charges to edit files. Revisions to ads after submission will incur charges.

## Special Requests

If placement of an ad or any element of the ad is critical, we must be notified of it when the artwork is delivered; please include corporate design guidelines. If ads with critical placement aspects are submitted later than 2 weeks prior to printing, you may be subject to rush charges to pull a proof or it may not be possible to guarantee placement of the critical elements.

## Ad Dimensions

	WIDTH	HEIGHT	WIDTH	HEIGHT
1/4 pg ad:	4 in.	4.375 in.	102 mm	111 mm
1/2 pg ad–Horizontal:	8 in.	4.375 in.	203 mm	111 mm
1/2 pg ad–Vertical:	4 in.	8.875 in.	102 mm	225 mm
Full pg ad without bleed:	7.5 in.	10 in.	191 mm	254 mm
Full pg ad with bleed:	8.75 in.	11.25 in.	222 mm	286 mm
Trim Size:	8.5 in.	11 in.	216 mm	279 mm
Live Area:	7.5 in.	10 in.	191 mm	254 mm