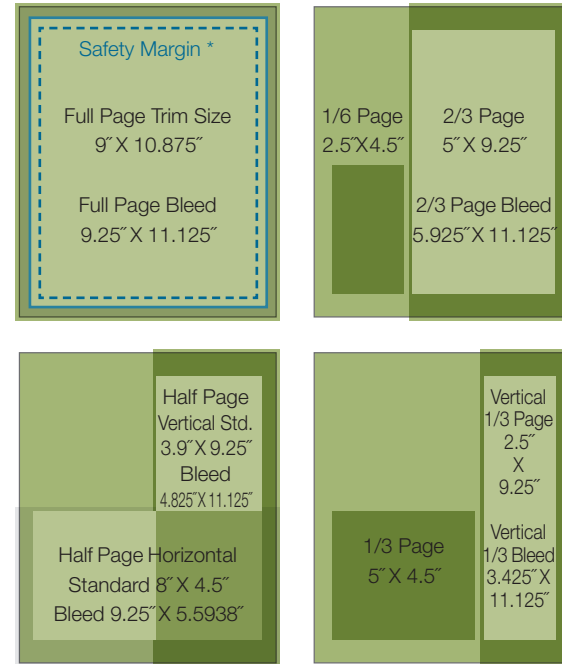


Ad Requirements

- File formats** PDF x1a **created with Adobe Distiller**
Illustrator (High Resolution CMYK eps)
Photoshop (CMYK) eps, tiff or psd
InDesign
- Color** CMYK
IMPORTANT: You must check to make sure that all PMS and RGB colors have been converted to process color in all files. (Check all files, especially the color palettes in any Illustrator files or Photoshop files for PMS or RGB colors) If a spot color or RGB format is used, it must be converted to CMYK process before submission. Files received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance since CMYK process does not reproduce all colors exactly.
- Graphics** PDF x1a **created with Adobe Distiller**
EPS files
TIFF files
- Fonts** All fonts converted to paths, outlines, boxes or embedded in X1a PDF.
- Resolution** 300 dpi
- Linescreen** All of our publications are printed at 150 lines per inch.
- Sending Ad** To submit your ad you may share a PDF through Dropbox or other file sharing service or you may email a PDF using the following address:
production@smallmarketmeetings.com



Ad Dimensions



Ad Size	Standard	Trim Size	Bleed
Full Page		9" X 10.875	9.25" X 11.125" *
2/3 Page	5" X 9.25"	5.675" X 10.875"	5.925" X 11.125" *
Half Page Vertical	3.9" X 9.25"	4.575" X 10.875"	4.825" X 11.125" *
Half Page Horiz.	8" X 4.5"	9" X 5.3438"	9.25" X 5.5938" *
1/3 Page Vertical	2.5" X 9.25"	3.175" X 10.875"	3.425" X 11.125" *
1/3 Page Square	5" X 4.5"		
1/6 Page	2.5" X 4.5"		

* Please keep all text and artwork within a .5" - 1" margin from the trim edge to ensure that nothing is cut off or disappears into the fold.

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