

# **National Council for Community Behavioral Healthcare 40th National Mental Health and Addictions Conference & Expo March 15–17, 2010, Disney World, Florida**

## **Final Program Ads and Logos**

Final Program trim size is 8.5” wide x 11” tall, spiral bound.

**Deadline to submit ads and logos: Wednesday, February 3, 2010, 5 pm eastern**

Please email your submissions to Danny Linden at [DannyL@thenationalcouncil.org](mailto:DannyL@thenationalcouncil.org). If your files are too large to email, please upload to the FTP site <http://www.tgdcom.com/ftphelp/> (in the CBH (National Council) folder and email Danny to inform him of the upload. Please name your file as follows:

Your Company-Ad Size.file name extension

Eg. National Council-Quarter Page.pdf OR National Council-Logo.eps

### **AD FILE FORMATS**

#### **PDF-X1a**

The preferred digital ad format for ads is high-resolution, press-optimized PDF-X1a with embedded fonts, images at 300 ppi (See below.) Ads must be fully PDF-X1a compliant, with Acrobat 4 (version 1.3) compatibility.

#### **IMPORTANT**

- Use Acrobat Distiller to create PDF-X1a from PostScript.
- All placed images (photos, logos, etc) must be converted to CMYK before creating PDF-X1a.
- All color images must separate as 4-color CMYK.
- Convert all RGB, spot (Pantone) colors and lab colors in color palette before saving the file.
- Placed images and graphics must be a minimum of 300 ppi at full size.

#### **Adobe Illustrator EPS**

Ads may be submitted in Adobe Illustrator EPS format (version CS3 or earlier).

All fonts must be converted to outlines.

Any placed images or photographs must be CMYK and should be embedded into file (not linked). Photos must have a resolution of 300 ppi at full size; Line art must have a minimum resolution of 600 ppi at full size. Save file as CMYK EPS.

#### **Other Formats**

Though not ideal, high resolution PhotoShop TIFF or EPS (at 300 ppi at full size) can also be accepted as final art.

#### **Formats Not Accepted**

Native ad layouts (Quark XPress or InDesign CS) will not be accepted. Please use Acrobat Distiller to convert Quark or InDesign layouts to PDF-X1a format.

The following formats will not be accepted: MS Word, MS Publisher, PowerPoint, Corel Draw, JPEG, GIF, film separations.

## **AD SIZES**

**Ads for Covers 2, 3 or 4** (inside front, inside back, back cover)

### *Bleed size*

8.75" wide x 11.25" high (1/8" bleeds)

Live area: 7.5" wide x 10.25" high (3/8" from outer edges and 5/8" from binding gutter to allow for spiral)

### *Nonbleed size*

Live area: 7.5" wide x 10.25" high

## **Ads for Inside Pages (No Bleeds)**

Full page vertical: 6.5" wide x 8.75" high

Half page horizontal: 6.5" wide x 4.25" high

Quarter page vertical: 3.125" wide x 4.25" high

## **LOGO FORMATS**

### **Vector Art: Illustrator EPS (preferred)**

Ideally, logos will be supplied as vector art in Adobe Illustrator EPS format (version CS3 or earlier).

- All fonts must be converted to outlines.
- Any placed images or photographs must be CMYK and should be embedded into file (not linked).
- Photos must have a resolution of 300 ppi at full size
- Line art must have a minimum resolution of 600 ppi at full size.
- Save file as CMYK EPS.

### **High-resolution PDF**

Logos may also be supplied as high-resolution PDF files according to the following guidelines:

- All fonts must be converted to outlines.
- Any placed images or photographs must be CMYK and should be embedded into file (not linked).
- Photos must have a resolution of 300 ppi at full size
- Line art must have a minimum resolution of 600 ppi at full size.
- Save file as CMYK EPS.

### **Other formats (TIFF and JPEG)**

Though not ideal, logos saved as high resolution Photoshop TIFF or EPS (at 300 ppi at full size) may also be accepted as final art.

Though not ideal, logos may be submitted in high-resolution JPEG format. JPEG art will be converted to 4-color art. However, we cannot guarantee color accuracy. If color matching is critical, please create your logo as vector art (see above.)

### **Formats not accepted**

The following formats will not be accepted: MS Word, MS Publisher, PowerPoint, Corel Draw, GIF, film separations.