



PFA Ad Specs for Program Guide

The following information will assist you in preparing your ad for the PFA Symposium Program. It is important that we receive your ad by Friday, August 30 to guarantee placement in the program.

PRODUCTION NOTE: All ads must be 300 DPI or greater and print ready, high-resolution PDF with crop marks to show bleed and with fonts embedded. You may also submit EPS files with fonts converted to outlines and images embedded or hi-res (at least 300 dpi) TIF files are also acceptable. Please make sure your art is in CMYK format.

If any production is required to meet these specifications after receipt of ad you could incur a charge of \$150 for creative services. *All sizes are listed as Width x Height*

Full-Page Ad

Full Page No Bleed:
7.5" x 10"

Full Page with Full Bleed:
8.75" x 11.25"
live area: 7.5" x 10"
trim: 8.5" x 11"

Half-Page Horizontal Ad

Half Page Horizontal No Bleed:
7.5" x 4.75"

Half Page Horizontal Full Bleed:
8.75" x 5.5"
live area: 7.5" x 4.75"
trim: 8.5" x 5.375"

Half Page Vertical Ad

Half Page Vertical No bleed:
3.5" x 10"

Half Page Vertical with Full Bleed:
4.375" x 11.25"
live area: 3.75" x 10"
trim: 4.25" x 11"

Delivery of ads: Please email ad files to Rebecca Fazzari at rfazzari@mmgevents.com with the subject line: **PFA Program Ad**.

Ad Deadline is Friday, August 30, 2013.