

**NJCSA Annual Conference Program
Ad Specifications**

Art Deadline: 3 p.m. on Wednesday, September 13, 2017

All ads must meet the following specifications

FILE PREPARATION:

-) Adobe InDesign, QuarkXPress or Adobe Illustrator are the required file formats when creating ads.
-) Art file must have a minimum resolution of 300 dpi.
-) Files should be set up as CMYK format (not RGB).
-) All final files must be prepared as either High-Resolution PDF or High-Resolution (300 dpi) JPG
-) We cannot accept ads made or saved in PageMaker, PowerPoint, Microsoft Word, Publisher or as low-resolution JPGs, GIFs or PNGs.
-) No bleeds on inside pages. Only cover spots can include a bleed (1/8").
-) Please include a border.

ART SIZES:

NJCSA and its agents are not responsible for resizing artwork that is not sent within these dimensions or orientations. Please refer to your vendor or sponsor contract for your ad size.

-) Cover, Inside or Outside:
 - o Art in these locations can be with or without a bleed
 - o With bleed, art dimensions must be 8.5" w x 11" h with 1/8" bleed all around
 - o Without bleed, art dimensions must be 7.5" w x 10" h
-) Inside Full Page:
 - o Art dimensions must be 7.5" w x 10" h
 - o No bleed allowed
-) Inside Half Page:
 - o Art dimensions can be either horizontal (7.5"w x 4.75"h) or vertical (3.5"w x 10"h)
 - o No bleed allowed
-) Inside Quarter Page
 - o Art dimensions must be 3.5"w x 4.75"h
 - o No bleed allowed

COLOR:

-) The program and advertisements will be printed in full color.
-) Black & white or grayscale art will be accepted, but cannot be converted to color.

SUBMISSION:

-) All final art is due at 3 pm, Wednesday, Sept 13, 2016.
-) E-mail all ad files to NJCSA Vendor Services at confvendor@njcharters.org

QUESTIONS? CONTACT:

-) All questions about payment & artwork submission should be directed to NJCSA Conference Services at 800-273-7319 or confvendor@njcharters.org

Global Planners Inc / Buzz Registration and NJCSA are not responsible for late, lost or misdirected submissions or submissions that do not meet the above specs, including due date. It is the customer's responsibility to provide art that meets or exceeds these specifications. Graphic design assistance is available for an additional cost. NJCSA reserves the right to not print unpaid ads.