WORLD*Symposium*™ Annual Scientific Meeting Digital Program
Inside Front Cover, Inside Back Cover and Back Cover Ad Specifications

Page Size (Trim): 8.5" x 11"
Bleed: 0" (Do not include bleed or trim marks)
Text Safe Area: 8.5" x 11"

Color: RGB

File Format:	PDF/Acrobat 5 or later set for compatibility with PDF version 1.4 (Acrobat 5); PDF files must be unlocked and cannot be password protected. PDF file CANNOT be locked (this includes the PI text). If locked files are sent, they cannot be used and unlocked files will be requested. All high-resolution images and fonts must be embedded. TIFF & EPS files should conform to the following minimum resolution specifications: Grayscale and color images: 300 dpi; Combination Grayscale and Color images: 500-900 dpi; Line art (Bitmap) images: 900-1200 dpi.
Page Layout:	Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the page with no bleed on any side. Crop marks and SWOP color bars are not to be included. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.
Links & Tracking:	Follow web standards for click-through URL syntax. The below characters cannot be included as part of URL query string. If this is unavoidable, work with your webmaster to create a URL redirect that does not contain the unsafe characters. A UTM code that comes after the URL can include some of the characters but should follow Google's UTM guidelines. Note that "?" and "/" are commonly part of a URL but they act as a reserved function and should not be used as part of a folder or file name within the path. Unsafe Characters: Space ; : @ & = " + ( ) < > , * $! # % | { } [ ] ^ ~ '
Color Space:	All PDF files are to be supplied as RGB.
Media/Delivery:	PDF files may also be emailed to Mary Leir: mary@leirdesign.com or Gudrun Echterhoff: gudrun@gmimeetings.com or posted to an FTP server for download. Please email the file producer's contact information, including phone number.