WORLD*Symposium*™ Annual Scientific Meeting Program Advertisement Specifications

Please provide two files for each Program Advertisement: a file formatted for digital distribution and a print-ready file formatted for print production.

	Digital File Specifications	Print File Specifications
Overview	Page Size (Trim): 8.5" x 11" Bleed: 0" (Do not include bleed or trim marks) Text Safe Area: 8.5" x 11"	Page Size (Trim): 8.5" x 11" Bleed: .25" (9" x 11.5") Text Safe Area: 8" x 10.5" Binding: Saddle Stitch
Color	All PDF files are to be supplied as RGB.	All color images and files are to be supplied as CMYK. Spot (PMS) colors must be converted to process when creating the PDF file.
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.	
File Resolution	All images and fonts must be embedded. TIFF & EPS files should use screen resolution (72 dpi).	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 dpi; Line art (Bitmap) images: 900 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.	Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the page plus a minimum 1/8" bleed on all sides. Keep live matter 1/4" from all trim edges. Crop marks and SWOP color bars must 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	Consider including active links with a UTM code that follow Google's UTM guidelines.	Consider including a QR code.
Media/ Delivery	PDF files may be emailed to Gudrun Echterhoff: gechterhoff@etherio.com or posted to an FTP server for download. Please include the file producer's contact information, including phone number.	