

# AAAA ACCESS, EQUITY AND DIVERSITY SUMMIT AND ANNUAL MEETING

Register and pay for your advertisements online at:

<http://www.regonline.com/builder/site/tab2.aspx?EventID=927781>



## Souvenir Journal 2011 Advertising Specifications

<p><b>Full page (Vertical)</b> With bleed: 8.75" x 11.25" No bleed" 8.25" x 10.75"</p> <p><b>Half page (Horizontal)</b> No bleed: 8.25" x 5.25"</p> <p><b>Quarter page (Vertical)</b> No bleed: 4" x 5.25"</p> <p><b>Ad Deadline:</b> <b>Ads must be submitted no Later than Monday, May 16, 2011</b></p>	
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CDs and Zips are acceptable.  
Submit advertising materials to:  
American Association for  
Affirmative Action  
888 16<sup>th</sup> Street, NW  
Suite 800  
Washington DC, 20006  
Attn: Summit 2011 Advertising

### Ad sizes

Full page (vertical) ad:  
With bleed: 8.75" x 11.25"  
No bleed" 8.25" x 10.75"  
Half page (horizontal) ad:  
No bleed: 8.25" x 5.25"  
Quarter page (vertical) ad:  
No bleed: 4" x 5.25"

## **B/W Ad Specifications**

A composite proof which represents the final digital file is requested for content proof

### **ONLY**

-Please fax copy at the time of art submission to 202.355.1399

Attn: Jacqueline Johnson

Graphics must be supplied at 300 dpi.

-Line Screen 133 Ipi.

-Effective resolution 300 dpi.

No spot colors, RGB, LAV, or ICC color profiles.

- Ads can be in black and white or color, but must be **camera ready**

Only Type 1 Postscript fonts are accepted.

No Multiple Master or True Type fonts.

-When possible, convert fonts to outline.

-Do not use artificial font stylizations such as bold/italic/underline options in QuarkXPress.

-Use proper font families.

## **Digital Ad Specifications**

For best reproduction, digital data is required for ad submission presented in a PDF preferred format.

Fonts must be embedded and only Type 1 Postscript fonts are accepted. No Multiple Master or True Type fonts.

All non-spec fonts should be converted to outlines prior to creating PDF.

Standard trim, bleed, and printer marks required. No marks included in live image area.

Do not use LZW Compression.

Accepted file formats are **.pdf, .tiff, or .jpeg** at **300 dpi**.

PC formats are not accepted, unless converted to PDF prior to submission.

Include all fonts (screen and printer) along with graphics provided at an effective resolution of 300 dpi.

NOTE: Ads submitted in other application programs may be subject to additional conversion and production charges.

No PublisherPro files accepted.

Film negatives are NOT accepted.

### **E-mail ads to:**

Please e-mail ads in proper format and questions to [aaaasummit2011@gmail.com](mailto:aaaasummit2011@gmail.com)

### **Register to pay for your advertisements online at:**

<http://www.regonline.com/builder/site/tab2.aspx?EventID=927781>

Ads sent via e-mail must not exceed 75MB gross file size. Files should be compressed into a Stuffit file, or self-extracting archive. For anything larger, please call 800.252.8952

### **Full page \$500**

**Half page \$250**

**Quarter page \$125**

**Business cards \$75**