

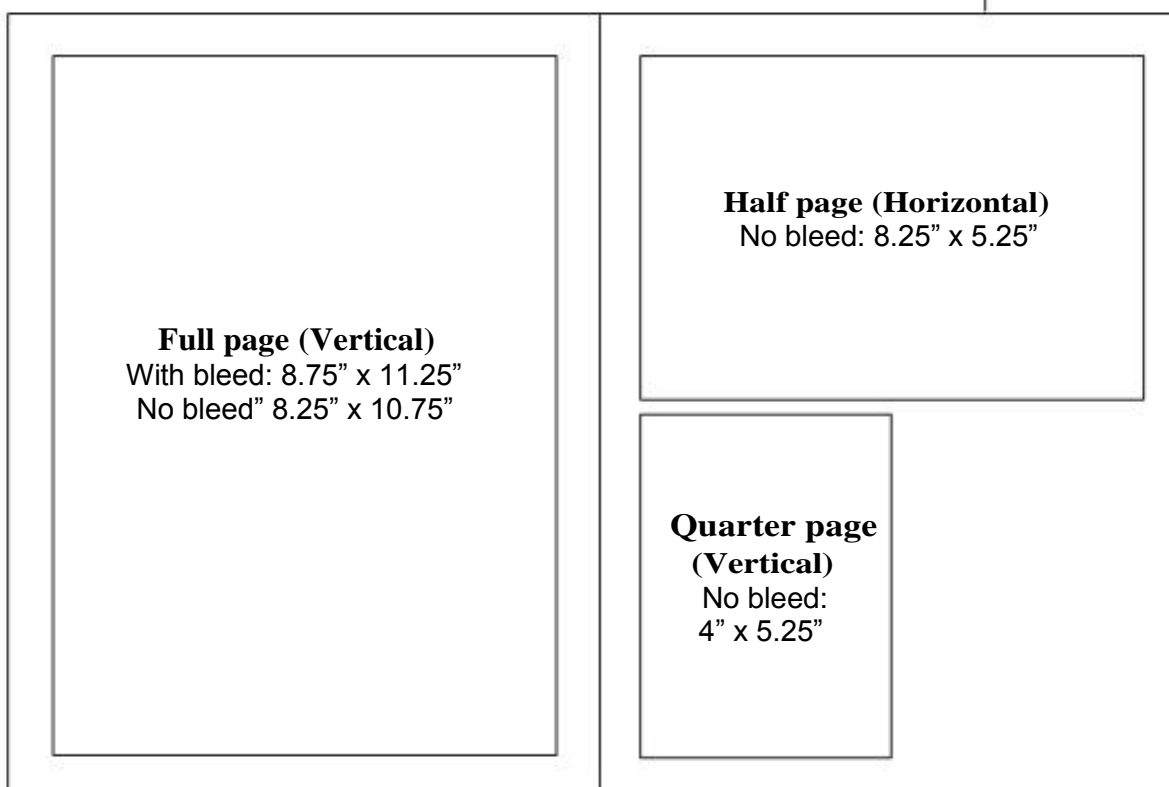
*35th Annual AAAA Conference*  
*April 1 - 4, 2009 - Lincolnshire, Illinois*

**WINNING THE FIGHT FOR EQUITY, OPPORTUNITY AND INCLUSION!**

**American Association for Affirmative Action**

**35<sup>th</sup> Annual AAAA Conference**

**Souvenir Journal Ad Specifications**



**Ad Deadline**

**Ads must be submitted no later than February 20, 2009**

CDs and Zips are acceptable.

Submit advertising materials to:  
American Association of Affirmative Action  
888 16<sup>th</sup> Street, NW  
Suite 800  
Washington DC, 20006  
Attn: Elisa Cameron

**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: Elisa Cameron

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.

## **Application Files**

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 [aaaa2009ads@gmail.com](mailto:aaaa2009ads@gmail.com)

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

## **Full page \$500**

- Half page \$250**
- Quarter page \$125**