

Program Book Advertising Mechanicals

Program Book Ad Sizes

	Width	Depth
Full-page	7" (177.8mm)	10" (254mm)
Half-page vertical	3-3/8" (85.725mm)	10" (254 mm)
Half-page horizontal	7" (177.8mm)	4-7/8" (123.83mm)
Full-page spread	17" (431.8mm)	11" (279.4mm)
Half-page spread	17" (431.8mm)	5-1/2" (139.7mm)

Bleed Pages

Bleed art must measure:

	Width	Depth
Single page	8-3/4" (222.25mm)	11-1/4" (285.75mm)
Full page spread	17-1/4" (438.15mm)	11-1/4" (285.75mm)
Half-page spread	17-1/4" (438.15mm)	5-3/4" (146.1mm)

Keep live matter 1/4" (6.35mm) from trim size edges.

Trim Size

8-1/2" x 11" (215.9mm x 279.5mm)

Please Note: Files must be provided at 100% of final output size, allowing 1/8" bleed for full page, bleed ads. Live matter should be a minimum of 1/2" from right and left trim edges (3/4" recommended), and a minimum of 1/4" from top and bottom trim edges.

Printing Methods

Offset.

Stock

Cover – 10-point stock, coated 2 sides, with clear laminate on outside of the front and back covers

Tabs – 10-point stock, coated 2 sides

Inside pages – 70 lb. dull text

Bindery

Black wire-o-binding

Printing Material

AACC International urges that electronic images and files be supplied only by those experienced in electronic processing of images. Unusable files may result in publication delay and additional charges.

Accepted File Types:

Platform: MacIntosh

Software: Adobe InDesign, Illustrator, Photoshop, Adobe Acrobat

Graphic Files: Illustrator or Photoshop: .eps or .tif

PDF: If providing files in a pdf format they must be saved as press-ready with fonts outlined or embedded, and include crop marks and bleeds.

Resolution: 4C – 300 ppi, Black and White – 266 ppi

IMPORTANT:

- Four-color ads must be set up as CMYK (including all graphics)
- For color proofing please supply a SWOP quality contact proof. For black and white ads, please supply a high resolution proof. AACC International cannot be responsible for final outcome if no proof is supplied, or if proof supplied does not meet these specifications.
- All fonts and graphics must be supplied.
- Files must be provided at 100% of final output size, allowing 1/8" bleed for full page, bleed ads. Live matter must be a minimum of 1/2" from right and left trim edges (3/4" recommended), and a minimum of 1/4" from top and bottom trim edges.

The more documentation received from you, the better AACC International can meet your expectations! A complete documentation package will help ensure desired results.

NOTE: Any additional services required for troubleshooting ad materials supplied in incorrect format will carry an additional charge at cost, with minimum of \$75.

For questions or to order your space, please contact:

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Send ad materials and payments to:

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