

2010 SCAA EXPO GUIDE

AD SPECS



GUIDELINES

ACCEPTED FORMATS

- 300 dpi Flattened TIFF
- 300 dpi EPS with fonts outlined/paths created
- 300 dpi PDF using PDF/X-3:2002 standards

TIPS FOR MAKING PDFS

- The PDF format makes life easier for everyone, but PDF files are often exported incorrectly. When exporting your PDF, please embed all fonts and images, and make sure you export at high resolution (Press quality, 300 dpi).

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- Via Disk: We accept PC formatted cd's and dvd's. Disks will not be returned unless specifically requested.
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- Please don't hesitate to contact us if you have any questions about your ad.

SPECS

| SIZE | FORMAT | DIMENSIONS | FORMAT | DIMENSIONS |
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| Full Page* | Vertical | 8 ³ / ₈ " x 10 ⁷ / ₈ " | | |
| ² / ₃ Page | Vertical | 4 ⁷ / ₈ " x 9 ⁷ / ₈ " | Horizontal | 7 ³ / ₈ " x 6 ¹ / ₂ " |
| ¹ / ₂ Page | Vertical | 3 ⁵ / ₈ " x 9 ⁷ / ₈ " | Horizontal | 7 ³ / ₈ " x 4 ¹³ / ₁₆ " |
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| ¹ / ₃ Page | Vertical | 2 ¹ / ₃ " x 9 ⁷ / ₈ " | Horizontal | 7 ³ / ₈ " x 3 ¹ / ₈ " |
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*trim size full page ad—please add 1/8" bleed making the final size 8.375" x 10.875"

Materials deadline is **MARCH 5, 2010**

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