

2020 NECANN PROGRAM BOOK AD GUIDELINES

Full Page 4/C	Full Page bleed	5 3/4" x 8 3/4" Close Date:	February 14, 2020
	Full Page non-bleed	4 5/8" x 7 3/4" Ad Deadline:	February 20, 2020
Half Page 4/C	Half Page horizontal	4 5/8" x 3 3/4"	

Page bleeds 1/8" on all 4 sides | Live material 3/8" from trim | Trim size 5 1/2" x 8 1/2"

Files MUST be press-ready PDFs – Guidelines:

MAX FILE SIZE: 20mb - Please compress if needed

Use correct page size, 5 1/2" x 8 1/2"

Cropmarks with 1/8" bleed

Text/logos should have at least .25" clearance from trim

All fonts are active (pay attention to fonts used in EPS files)

Both screen and printer fonts are available

All images are linked and updated

Images are either grayscale or CMYK

Photo effective resolution is 300 dpi (plus or minus 20%)

Line art effective resolution is between 1200 and 2400 dpi

Scans and illustrations are either TIFF or EPS

Created color is CMYK (not "spot color" checked)

Email ad to your sales rep or to: info@necann.com