



ADVERTISING SPECIFICATIONS Awards Program Booklet

Advertising Materials Deadline:

All ad materials must be submitted to nina@nmcne.org no later than **5 p.m. on Friday, February 3, 2023.**

GUIDELINES FOR ADS

PREFERRED FILE FORMAT:

- PDF format, press quality
- High resolution images (must be minimum 300 DPI)
- Full Color, CMYK
- All fonts embedded.

FINAL TRIM SIZE - 5.5" x 8.5"

Actual size of the program.

LIVE AREA - Keep all important information inside the safety area. Live material should be 1/4" (.25") from the trim on all sides.

BLEED AREA - Any image or colored area touching the edge of the TRIM SIZE MUST be extended 1/8" (0.125") on all sides beyond the trim size.

FULL PAGE ADS - For ads with bleeds, add .125" bleed on all sides; otherwise use Full Page No Bleed ad size 5" x 8".

AD SIZES DIMENSIONS

FULL PAGE WITH BLEEDS ----- 5.75" x 8.75"
(5" x 8" LIVE AREA / 5.5" x 8.5" TRIM SIZE)

FULL PAGE (NO BLEED) ----- 5" x 8"

1/2 PAGE HORIZONTAL ----- 5" X 3.875"

1/4 PAGE VERTICAL ----- 2.375" x 3.875"

3/4 PAGE HORIZONTAL ----- 5" x 5.8125"

BUSINESS CARD HORIZONTAL ---- 2.375" X 1.8125"

