

## Specs for Full Page ad:

Bleed: 8.75"W x 11"H (0.125" bleed on all sides)  
Live Area: 8.5"W x 11"H  
Acceptable file types: PDF, EPS, PSD  
300 dpi recommended resolution  
CMYK color recommended (however it may be printed in black and white based on the printing costs)

## Specs for the half page ad:

Bleed: 8.75"W x 5.75"H (0.125" bleed on all sides)  
Live Area: 8.5"W x 5.5"H  
Acceptable file types: PDF, EPS, PSD  
300 dpi recommended resolution  
CMYK color recommended (however it may be printed in black and white based on the printing costs)

## Here are the specs for ¼ page ad:

The specs are:  
Bleed: 4.5"W x 5.75"H (0.125" bleed on all sides)  
Live Area: 4.25"W x 5.5"H  
Acceptable file types: PDF, EPS, PSD  
300 dpi recommended resolution  
CMYK color recommended (however it may be printed in black and white based on the printing costs)

## Business Card Size ad Specs:

Bleed: 4.5"W x 3"H (0.125" bleed on all sides)  
Live Area: 4.25"W x 2.75"H  
Acceptable file types: PDF, EPS, PSD  
300 dpi recommended resolution  
CMYK color recommended (however it may be printed in black and white based on the printing costs)

Conference Booklet Printing (Color/B&W) 8.5"x11" folded and stapled Cover-4/4, 100# gloss cover Insides-1/1, 28# digital color copy
Certificates (one-sided 8.5"x11") 4-color Astro (artistic certificate texture)
Retractable Free Standing Banner (33" x 80")
Tote Bags with CMYK color printing on both sides
Conference Badges
Lanyards with Printed Logos & Printed Card Inserts for Badges Including 3 different types (general, speaker, board member)

Please provide the logo in a vector file. Hopefully, in a .ai file format although other vector formats like .eps will work.