



## Tribute Book Ad Specs

Full-Page Tribute Ad-  
\$2,500

6.5" w. x 8.5" h.

Half- and Quarter-Page specs on page 2

Final Tribute Ads must be submitted  
by Friday, May 3, 2019. Please email to Andrea Nesby  
at [anesby@nhc.org](mailto:anesby@nhc.org).

Acceptable File Formats:

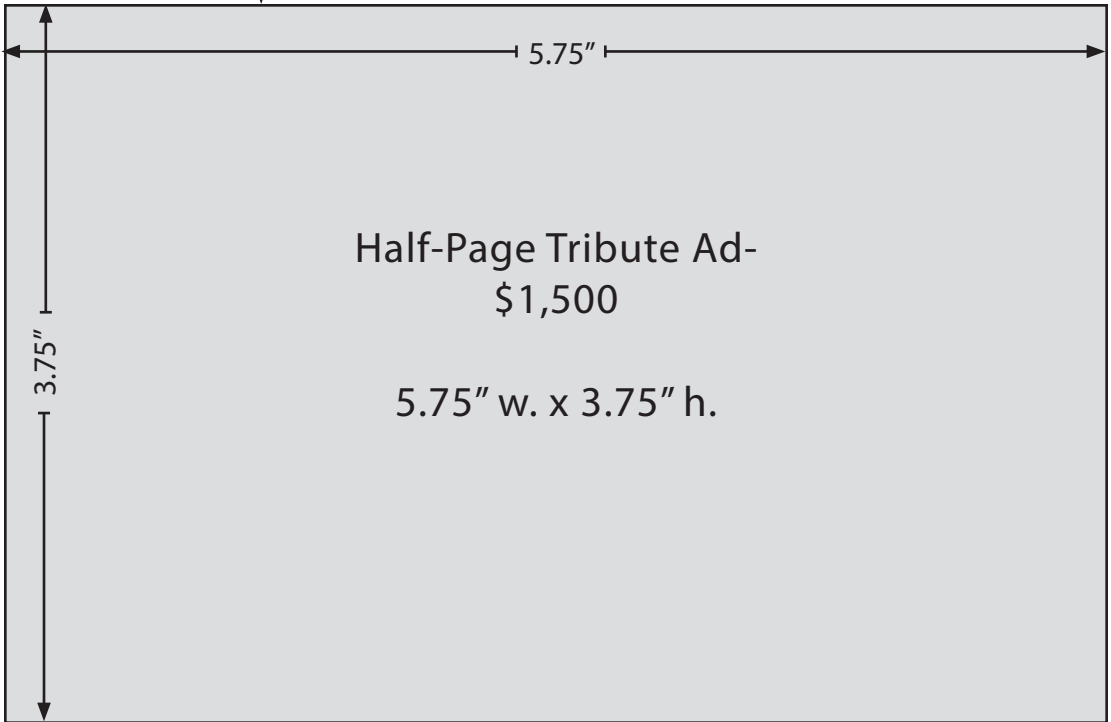
- Hi-Res PDF, PDF/X1-A
- 300 DPI flat PSD

File Preparation:

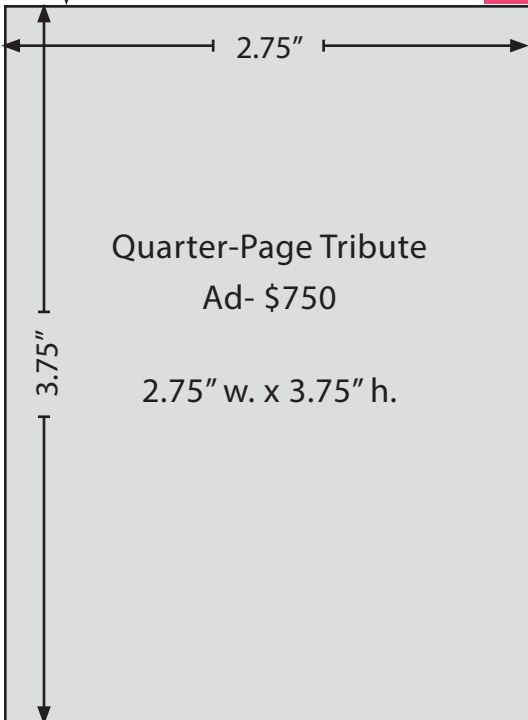
- All files should be set up as single pages, not spreads.
- PDF or PDF/X-1 Files must be in Grayscale for B&W ads (CMYK composite for full-color interior cover ads only) color mode with all hi-res graphics & fonts embedded.
- For bleed ads, file sizes must be .125 (1/8)" larger than final trim on all four sides.
- Keep live elements NOT intended to bleed .375 (3/8)" in from trim on all four sides.
- Crop marks should not encroach into the bleed area.
- Right reading, portrait mode, 100%, no rotations.

Full bleed - .125" (1/8 in.) past edge

Margins - .375" (3/8 in.)



Gutters - .25" (1/4 in.)



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