

6.5"

48<sup>th</sup> ANNUAL  
HOUSING  
VISIONARY  
AWARDS

*Gala*

NATIONAL  
HOUSING  
CONFERENCE

JUNE 9 + 2020  
ANDREW MELLON AUDITORIUM  
WASHINGTON, DC

## 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 April 24, 2020. Please email to Andrea Nesby at  
anesby@nhc.org.

Acceptable File Formats:

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

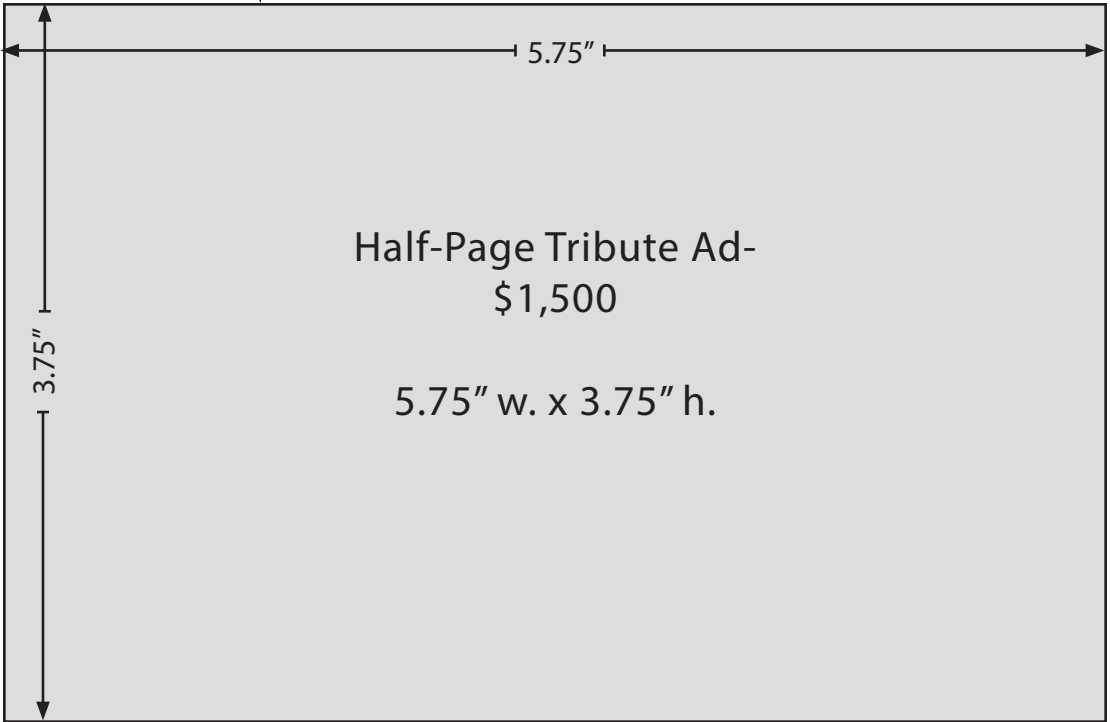
File Preparation:

- 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.

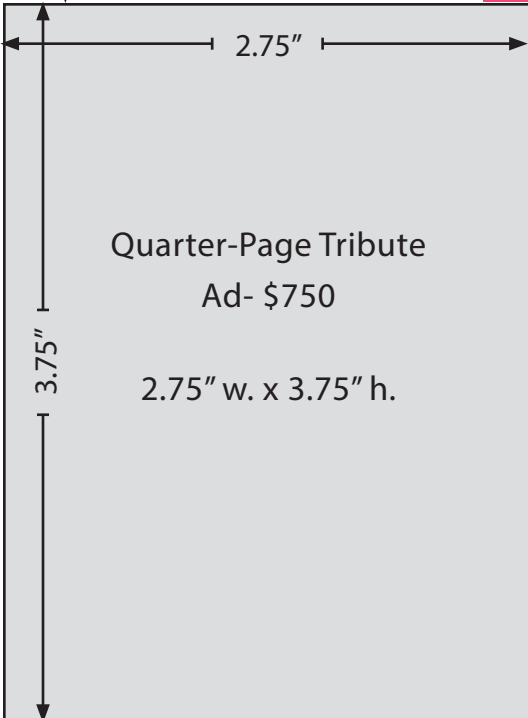
Full bleed - .125" (1/8 in.) past edge

8.5"

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



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



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