



Conference Print Advertising Specifications

The 2016 **SPE TPO Automotive Engineered Polyolefins Conference** guide will be 8.5 x 11, 4-color with bleeds, aqueous coated, folded, and saddle-stitched.

Deadline for Ad Submittal

July 15, 2016

Send to

Ad and logo files not exceeding 10 mb can be emailed to ads@auto-tpo.com. Submit larger files via FTP to www.hightail.com. Please include contact name, company, phone number, and email address with each ad or logo.

Ad Upgrades

For ad upgrades from quarter to half page, half page to full page, and other options such as back cover, inside cover or pocket, please contact Karen Rhodes-Parker at (248) 244-8993 Ext. 3 for a quote and availability.

Media Specifications

PDF/X-1a compliant or Press Ready PDF are preferred formats. Mac-formatted InDesign CS4, Illustrator CS4 or Photoshop CS4 files are also accepted; include all graphics and fonts used. Photoshop graphics are to be supplied in *.tif, *.eps, or *.jpg format, CMYK, 300 dpi at 100%. All fonts within vector files must be converted to outlines.

PLEASE NOTE: We can neither accept ads created in Word, PowerPoint, or any software not listed above nor can we accept images embedded in such software. *Ads created in or embedded in these programs will not print properly.* Artwork not production-ready to these specifications will incur pre-press charges to edit files.

Special Requests

If placement of an ad or any element of the ad is critical, we must be notified of it when the artwork is delivered; please include corporate design guidelines. If ads with critical placement aspects are submitted later than 6 weeks prior to printing, you may be subject to rush charges to pull a proof or it may not be possible to guarantee placement of the critical element(s).

Ad Dimensions

	Width.....	Height	Width.....	Height
1/4 pg	4 in.....	4.375 in	102 mm	111 mm
1/2 pg-Horizontal	8 in.....	4.375 in	203 mm	111 mm
1/2 pg-Vertical	4 in.....	8.875 in	102 mm	225 mm
Full pg without bleed	8 in	10.5 in	203 mm	267 mm
Full pg with bleed:	8.75 in	11.25 in	222 mm	286 mm
Trim size	8.5 in.....	11 in	216 mm	279 mm
Live Area	7.5 in.....	10 in	191 mm	254 mm