

AADGP EXPO 2021

Program Book Advertising Pricing and Specifications

AD SUBMISSION GUIDELINES

The Program book is 8.5"W x 11"H

FINAL AD COPY IS DUE NO LATER THAN JANUARY 11, 2021.

We are committed to ensuring your ad will print with the best possible outcome.

Please help us by adhering to the following specifications.

ACCEPTABLE FILE FORMATS			
PDF	EPS	JPG	PNG

Type of Ad	Ad Dimensions INCLUDING bleed	Final Print Size (after removing bleed)	Required Bleed	Color Format	MEMBER Ad Pricing	NON-Member Ad Pricing
Inside Front Cover (full page)	9.0"W X 11.5"H	8.5"W x 11"H	0.25"	CMYK	\$750	\$1,150
Inside Back Cover (full page)	9.0"W X 11.5"H	8.5"W x 11"H	0.25"	CMYK	\$500	\$750
Interior Full Page	9.0"W X 11.5"H	8.5"W x 11"H	0.25"	CMYK	\$250	\$350
Interior Half Page	9"W x 5.75"H	8.5"W x 5.25"H	0.25"	CMYK	\$150	\$250

Other things to keep in mind when designing your ad:

- **Your old ad is probably the wrong size.** This year our e-program is 8.5x11". Please check your ad size before sending it to us.
- The bleed is important for a good result. Please make sure any artwork goes out to the bleed line. See next page for more info on bleeds.
- **Please use a high resolution image of at least 300 dpi.** We cannot make a poor quality image sharp.
- The program book is **FULL COLOR**. Have some fun with your ad!
- COLOR: **program ads are designed using CMYK color format.** Use of other color formats (such as RGB) may not look the same color as on your computer screen.

DUE DATES:

Final ad copy is due no later than January 11, 2021. Please send your finished ad, or any ad questions you may have, to Mary at: mofitz@coachmarketingltd.com

PURCHASE YOUR AD SPACE ONLINE:

[AADGP Expo 2020 Online Registration](#) available for Virtual Attendance, Advertising and Sponsorship.

WHAT IS A BLEED AND WHY SHOULD I CARE?

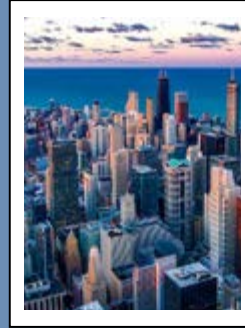
BLEED

The AADGP e-Program Book is designed with a "full bleed". Bleed is a printing term used to describe a document which has images that reach the edge of the page with no white border around the edges.

**PAGE
WITH
BLEED**



**PAGE
WITHOUT
BLEED**



In order to print your ad with no white margin, it must include a bleed of 0.25" all the way around. This means, to create an 8.5"x11" ad we must start with an image that is 9"x11.5". This enables us to completely fill the page (no white border). The edges of this larger image "hang off the edges" of the page and are trimmed away. This gives your ad a professional, edge to edge final product.

DOCUMENT EDGE

The document edge is the final printed area used in the program book. When we remove the bleed, the document edge is the line where the image will be CUT to achieve the final program book size.

MARGIN

The margin is considered the "safe zone" in printing. Any image or text of importance should be inside of the margin.

