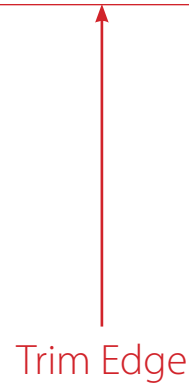**ECA Program Book**

Artwork Submission Guidelines

Accepted File Types: PDF, JPEG, TIFF, EPS

- Provide logos as vector eps or high resolution JPEG or TIFF for sponsored events or ad creation. (600x600 results in a 2"x2" image for high quality print output. Higher resolution files would be needed to print at a larger size.)

- Ads must be set to the appropriate document size. See individual specification sheets based upon size.

- Pages are printed as greyscale; color files will be converted.

- Please provide original image files whenever possible. (Instead of placing in a Microsoft Word document)

- Submit files to Jason S. Wrench at email@eca2016.com

ECA Program Book

Half & Quarter Page Ad Specifications

Accepted File Types: PDF, JPEG, TIFF, EPS

Trim Edge

Quarter Page Ad Size: 2.5"x6"

Half Page Ad Size: 4"x6"

ECA Program Book

Full Page Ad Specifications

Bleed Edge
(will be trimmed off)

Trim Edge

Live Area Edge
(*keep all important
text within this line*)

Page Size: 7"x10"

Live Area: 6"x9"

Full page designs
must include ¼" bleed

*NOTE: Full page designs that do not include a
bleed may be enlarged/reduced to fit.*

Accepted File Types: PDF, JPEG, TIFF, EPS

ECA Program Book

Tab Specifications

Page Size: 7"x10"

Live Area: 6"x9"

Full page designs
must include ¼" bleed

NOTE: Full page designs that do not include a bleed may be enlarged/reduced to fit. Right side bleeds may be restricted based upon tab placement.

Accepted File Types: PDF, JPEG, TIFF, EPS

Bleed Edge
(will be trimmed off)

Trim Edge

Live Area Edge
(*keep all important text within this line*)