ASHEcon
2018 PROGRAM BOOK
AD SPECS

FULL PAGE NO BLEEDS

7.25 IN X 10 IN

VECTOR FORMAT PREFERRED:

Adobe Illustrator, ai, eps or pdf

All photographic / bitmapped images should be at least 300 dpi.

full page pixel dimensions at least 2175 px wide x 3000 px high

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1/4 page
pixel dimensions at least
1013 px wide x 1425 px high

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1/4 PAGE

3.375 IN X 4.75 IN

VECTOR FORMAT PREFERRED:

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eps or pdf

All photographic / bitmapped images should be at
least 300 dpi.

1/4 page
pixel dimensions at least
1013 px wide x 1425 px high

color: CMYK or grayscale

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FULL PAGE BLEED

9 IN X 11.25 IN

Background can fill out to full bleed size

This size will work for either a right or left facing page.

VECTOR FORMAT PREFERRED:

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All photographic / bitmapped images should be at least 300 dpi.

full bleed pixel dimensions at least 2700 px wide x 3375 px high

color: CMYK or grayscale

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Live content area

(text and important image content)

7.25 IN X 10 IN

WITH 0.75 IN MARGIN LEFT AND RIGHT

(The extra 0.125 in margin on right and left beyond the bleed
allows for placement on either right or left pages,
giving room for the binding in the gutter side.)

AND 0.5 IN MARGIN TOP AND BOTTOM

Page Trim Area