THE DEȘOTO

PROGRAM AD SIZES & SPECS 2019

(Please check with your rep for your ad size & program position)
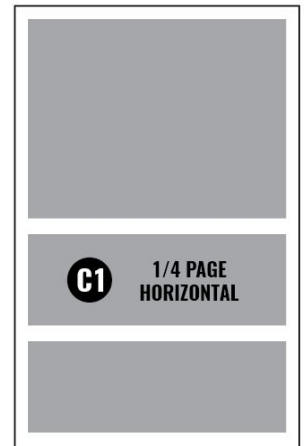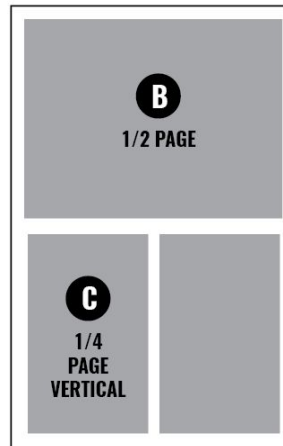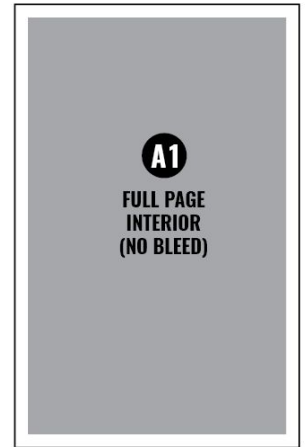
A FULL PAGE PREMIUM (FULL BLEED, COLOR)
BACK PAGE OR INSIDE COVER FULL PAGE
8.5" x 5.5"   Plus .25" bleed all around,   CMYK Color

A1 FULL PAGE INTERIOR (NO BLEED, GRAYSCALE)
5" x 8"   Grayscale or color will depend on contract

B 1/2 PAGE
5" x 3.87"   Grayscale or color will depend on contract

C 1/4 PAGE VERTICAL
2.36" x 3.87"   Grayscale or color will depend on contract

C1 1/4 PAGE HORIZONTAL
5" x 1.82"   Grayscale or color will depend on contract

A — FULL PAGE (FULL BLEED) BACK COVER, INSIDE FRONT COVER INSIDE BACK COVER

A1 — FULL PAGE INTERIOR (NO BLEED)

B — 1/2 PAGE

C — 1/4 PAGE VERTICAL

C1 — 1/4 PAGE HORIZONTAL

FILE FORMATS
• **Adobe Acrobat PDF,** or
• **High-resolution (300dpi) JPEG** or
• **High-resolution (300dpi) TIFF file.**

We CANNOT accept Publisher, Word, or Photoshop files
(but you can provide those saved as high res PDFs). We reserve the right to modify artwork for size / proportion
to fit our ad sizes if they are not submitted in the correct size or format. Only full page ads will be sent back for final proof.

IF YOU DO NOT HAVE AN AD, WE CAN CREATE AN AD FOR YOU
We can create a simple ad for you (The ad will be a basic logo, headline, contact info)
Send your logo in illustrator. AI , EPS, PDF, or high resolution JPEG or TIFF— and if applicable, one high res images, along
with desired headline text and contact info, website, to desotofiles@gmail.com
**If you need a more substantially designed ad (complex design, multiple elements, more than 1 photo, etc.) we may refer
you to our designer to create a full ad at a special negotiated rate specifically for use in the HDTF program.**

SCHEDULE
PLEASE SUBMIT ALL ADS (OR ARTWORK ELEMENTS) BY FEBRUARY 14TH, 2019
Because of tight schedule, we cannot send design proofs for approval for ads smaller than full pages, but please note our
ads are created by a professional graphic designer..

We thank you for your support, and look forward to seeing you at the event!