



2023 Ad Specs for AACAP News & Exhibitor Guide

Details

- Publication Trim Size: 8.5" x 11"
- Live Area: 7.5" x 10" (.5" margin on all sides)
- Saddle stitched publication
- 1/8" bleed on all sides (if applicable)
- File Size - 10MB maximum

Page Sizes (Non-Bleed)

- Full page - 7.5" x 10"
- Inside front or back cover - 7.5" x 10"
- 1/2 page - 7" x 4.6258"
- 1/4 page - 3.3686" x 4.5"

Page Sizes (Bleed)

- Full page - 8.75" x 11.25"
- Inside front or back cover - 8.75" x 11.25"
- 1/2 page - NO BLEEDS
- 1/4 page - NO BLEEDS

Color Options

- All AACAP News ads can either be full color or B/W
- Exhibits Guide ads
 - Back cover - full color
 - Inside front/back covers - full color
 - All other ads - B&W only

Preferred Formats

- PDF
 - File must be press resolution (see resolution below)
 - All fonts must be embedded
 - Full Color: CMYK, NO SPOT COLORS
- Illustrator Files
 - EPS format, create outlines for ALL FONTS

Resolution

- All continuous tone images should have a resolution of 300 dpi at actual size (100%)
- Black and white line art should have a resolution of 1200 dpi at actual size (100%)