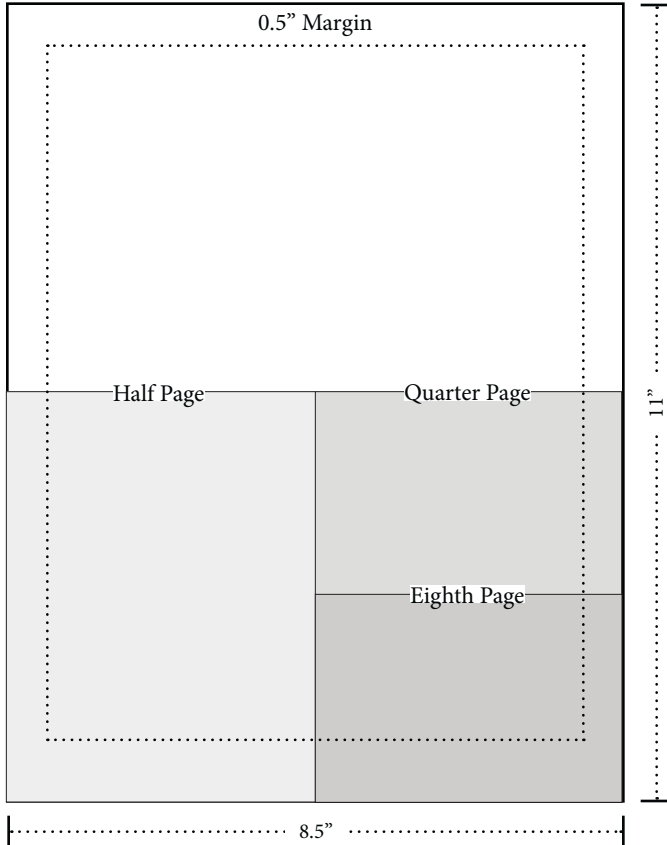


ArmadilloCon Program Book Advertisement Specs

Deadline for Artwork is July 1, 2014



SPECS

- ♦ Color: Back Cover - CMYK
- ♦ Color: Interior - Black and White

AD SIZES (*w x h*)

- ♦ Full Page - 8.5" x 11"
- ♦ Half Page - 8.5" x 5.5"
- ♦ Quarter Page - 4.25" x 5.5"
- ♦ Eighth Page - 4.25" x 2.75"

BLEED

- ♦ We accept bleed.
- ♦ Must be at least 0.25" past the edge of the page.

DELIVERY

- ♦ Artwork comes to us electronically in digital format.
- ♦ We accept PDF, TIF, JPG or GIF format.
- ♦ You can also send us an InDesign package.
- ♦ Total size cannot exceed 50 MB.
- ♦ Send files to **programbook@armadillocon.org**.

SPECIFICS

- ♦ Artwork must be at least 300 dpi, grayscale.
- ♦ We accept ZIP or RAR files.
- ♦ Low resolution ads will be returned to sender.
- ♦ Include all supporting files.

FONTS

- ♦ Include screen & printer fonts.
- ♦ Always use real typeface.
- ♦ Do not apply styles
(i.e. Bold, Italic, Outline, Shadow, Underline).

CHECKLIST

Please perform the following before sending:

- ♦ Check dpi
- ♦ Check Spelling
- ♦ Check dates including years (if applicable)
- ♦ Check contact info (including URL)
- ♦ Add credit for artists (if applicable)
- ♦ Don't wait until the last minute!

Ads not conforming to these specifications will be subject to revision by ArmadilloCon staff.