

WBC 2016 Advertising Mechanicals

August 13–17, 2016 • Sheraton Downtown Denver • Denver, Colorado, U.S.A.

Program Book Ad Sizes

	Width	Depth
Full-page	7.5"	10"
Half-page vertical	3-5/8"	10"
Half-page horizontal	7.5"	4-7/8"

Bleed Pages

Bleed art must measure 8-3/4" x 11-1/4" for a single page.
Keep live matter 1/4" from trim edges.

Trim Size

8-1/2" wide x 11" deep

Printing Methods

Offset

Stock

Printed on 60-lb. opaque offset, with cover on a 12-point stock, coated one side.

Bindery

Saddle-stitched

Mechanical Requirements

WBC urges that electronic images and files be supplied only by those experienced in electronic processing of images. Unusable files may result in publication delay and additional charges.

Acceptable File Formats:

Medium: E-mail or CD

Platform: MacIntosh

Software: Adobe InDesign, Illustrator, and Photoshop

Format: eps, tif, or composite PDFv1.3 (Acrobat 4.0 compatible) press ready.

Resolution: 4C – 300 dpi, Black and White – 266 dpi

- Four-color ads must be set up as CMYK (including all graphics)
- All fonts and graphics must be included
- For color proofing, a SWOP-quality contact proof should be supplied. WBC cannot be responsible for final outcome if accurate color proof is not supplied.
- Files must be set up at 100% of final output size, allowing 1/8" bleed for full-page bleed ads.

A complete documentation package will help ensure desired results.

Please contact Debra Maines, debra_maines@AFassanoCo.com or +1.856.302.0890 with additional questions.

NOTE: Any additional services required for troubleshooting ad materials supplied in incorrect format will carry an additional charge at cost, with minimum of \$100.