



Advertisement and Logo Specifications 2012 National Conference

Full Page Color Ad

Advertisement specifications for the Program Book of the 30th National Conference of the United States Hispanic Leadership Institute are as follows:

Full Page Non-Bleed: 7.5" x 10"

Full Page Bleed: Bleed: 8.625" x 11.125"

Trim: 8.5" x 11"

Files can be sent in the following formats: Hi res PDF distilled files, EPS, TIF, and JPG. For Quark, Illustrator, and InDesign files all fonts (NO True Type fonts accepted) and images (CMYK, Vector art or Resolution: 300 DPI) must be included.

The Hi res PDF distilled files (1200 DPI) must have:

1. All fonts embedded (NO True Type fonts accepted)
2. The correct mode (e.g. CMYK)
3. Never RGB or LAB or embedded color profiles. (e.g. ICC profiles)
4. All spot colors MUST be converted to CMYK. No PMS colors accepted.
5. Resolution: 300 DPI for all submitted images.
6. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

- A proof of the actual ad must be included

Color Logo

Logos will be used for Power Point presentations and in printed materials. Logos can be sent as an eps file, or at least @ 300 dpi resolution.

Ads and Logos Must Be Received No Later Than January 20, 2012

Please mail or email files to:

United States Hispanic Leadership Institute (USHLI)
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