

premiere PHILADELPHIA

2018 SHOW PROGRAM ADVERTISING SPECIFICATIONS

DEADLINE: FRIDAY, AUGUST 17

AD REQUIREMENTS

- Four-color CMYK Web offset printing (300 DPI)
- Embed all fonts, do not subset or allow substitution of fonts when converting your PDF file
- .25" bleed all sides (no crops, trims or color bars)
- .375" Live Area from trim on Full Page Ads (less than .375" text could be trimmed off)

ACCEPTABLE FILE TYPE

- PDF (v1.4 or higher) created with Adobe Acrobat/Distiller, Mac or PC

PROFESSIONAL TIPS

- Preflight the document to ensure all the information and guidelines are accurate
- View your PDF before sending to ensure nothing has changed, especially if using transparencies
- To achieve a "Rich Black" use this color conversion C:60 M:40 Y:40 K:100

SEND ARTWORK TO

ann@premiereshows.com

- WeTransfer
- Dropbox
- YouSendIt

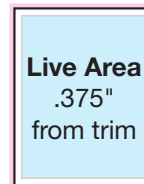
AD SIZES - All dimensions are width x height

To download Ad Template files click [here](#).



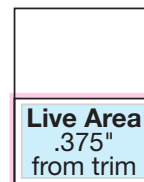
Two Page Spread

Trim 14" x 9"
(send as spread)
Bleed +.25" (14.5" x 9.5")



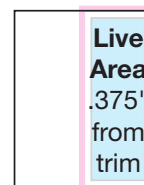
Full Page

Trim 7" x 9"
Bleed +.25" (7.5" x 9.5")



Half Page Horizontal

Ad Size 7" x 4.5"
Bleed +.25" (7.5" x 5")



Half Page Vertical

Ad Size 3.5" x 9"
Bleed +.25" (4" x 9.5")

CONTACT US

Ann Donlon
Director of Programs
800-335-7469 x113
ann@premiereshows.com

Marnie Burkett
Graphic Designer
800-335-7469 x134
marnie@premiereshows.com