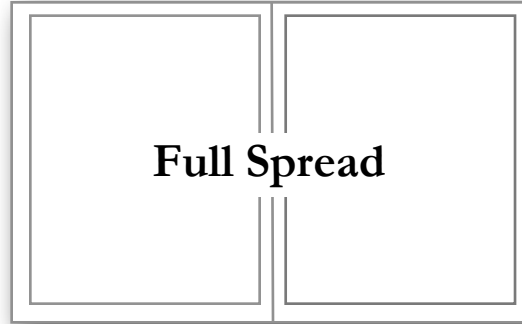
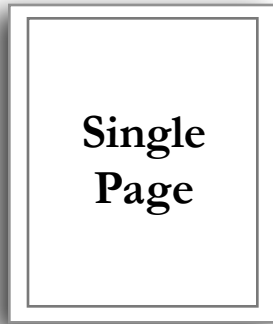


2021 ETS Program Ad Specifications



Dimensions:

Single Page

Trim: 8.5" x 11"

Bleed: .125" on all sides

Crop marks: should not be placed within the printed area (preferably crop marks should be .127" from trim)

Full Spread (2 Ad Pages)

If content is meant to cross over the spine, no gutter is required on the spine side of the page. Please ensure content lines up across the spine.

Format:

Image resolution should be 300 or higher for photos/images and 600 or higher for bitmap images. Do not enlarge images after they are placed on the page, as this reduces the resolution.

Fonts:

All fonts must be embedded in the file or turned to outlines.

Color:

Either grayscale or full color. To ensure all lines and strokes intended to print are actually visible once printed on press, please use a minimum line weight of .004 inches.

Ad Submission:

When your ad is ready, please upload your print ready file via the ETS Hightail link below <https://www.hightail.com/u/ETS-Art>

All ads should be saved and uploaded as single pages (full spreads should be uploaded as two individual pages labeled "left" and "right").

If you have more than one ad page, please note that ETS will group your ads together in the program. Please use the "message box" and file names to indicate your preferred order if uploading more than one ad page.

***Final Ad Copy is due by July 15th.**