



17

in-service
conference

POLICY/PRODUCTION NOTES

POLICIES

Payment: Payment is due at the time of submitted application.

Artwork Submission Requirements: Any changes that are made to your artwork to fit the required specifications will be billed to you at the rate of \$100 per hour. To avoid any dissatisfaction with the publication of your ad, please prepare all ads to the exact dimensions and formats specified in the “Acceptable Ad Format” section below.

Advertisers are responsible for submission of advertising materials by December 1, 2016 to Cindy Reed. Artwork must be sent electronically to cindyr@gmea.org.

AD TYPE	DIMENSIONS	COST
Cover Page	full color - outside back	\$900
Cover Page	full color - inside front and inside back	\$800
Full Page	full color - 8.5" wide, 11" deep with .125" bleed	\$600
Full Page	b/w - 8.5" wide, 11" deep with .125" bleed	\$400
Half Page	full color - 8.5" wide, 5.5" deep	\$400
Half Page	b/w - 8.5" wide, 5.5" deep	\$300

PRODUCTION NOTES

Press Specifications: The In-Service Conference is printed using offset lithography on 80 lb. coated enamel stock. The book is spiral-bound a 1/4 inch from edge of page.

Trim Size: 8.5 x 11 inches

Bleeds: Allow for 1/8 inch for any artwork that bleeds.

Acceptable Electronic Formats: PDF High Resolution, Adobe InDesign, Adobe Illustrator, and Adobe Photoshop. Ads must be submitted in one of these programs. You may also submit JPG files of advertisements. All applicable fonts and images must be provided. Images must be at least 300 dpi resolution at 100% of print size.

Unacceptable Electronic Formats: We cannot accept electronic ads in Microsoft Word, Microsoft Publisher, Corel Draw, WordPerfect, or Powerpoint.

If you have any questions regarding the format of your advertisement please contact Ryan Barbee at the GMEA Office
Email: ryanb@gmea.org **Phone:** 678.289.9299 ext. 1