

# 2017 PRINT/ADVERTISING SPECS



## QUESTIONS?

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## SPECIFICATIONS

TRIM SIZE 5.5" x 8.5"  
COLOR PROFILE CMYK  
RESOLUTION 300 DPI  
FILE FORMAT EPS

Please let us know which ad runs with which event program.

## AD SIZES<sup>†</sup>

### FULL PAGE



### HALF PAGE



### 1/3 PAGE HORIZONTAL



## DIMENSIONS

### AD SIZE

Full Page  
Half Page Ad  
1/3 Page Ad

### LIVE AREA

5.375" x 8.375"  
5.375" x 4.125"  
5.375" x 2.705"

### TRIM

5.5" x 8.5"  
5.5" x 4.25"  
5.5" x 2.83"

### BLEED

5.625" x 8.625"  
5.625" x 4.375"  
5.625" x 2.958"

## DEADLINES

**BADC LUNCHEON** 5.31.17 at 5 pm Eastern  
**JUDICIAL RECEPTION** 10.11.17 at 5 pm Eastern  
**GALA** 11.27.17 at 5 pm Eastern  
**IP LUNCHEON** 5.24.17 at 5 pm Eastern

## SUBMISSION

**FILES UNDER 5MB** May be emailed to [info@badc.org](mailto:info@badc.org)  
**FILES OVER 5MB** Send Dropbox link to [info@badc.org](mailto:info@badc.org)

## ADDITIONAL INFO

All ads subject to approval. Artwork not prepared according to these specifications may be rejected. If alterations are necessary, they will be billed to the sponsor.

Failure to meet deadlines may prevent sponsorship from being appropriately included and credited.

<sup>†</sup> Diagrams are not to scale.