



SECURING OHIO'S ENERGY AND ECONOMIC FUTURE

April 2 & 3, 2012 • The Blackwell • Columbus, OH

AD SUBMISSION GUIDELINES

Ad Submission Deadline: **Friday, March 2, 2012**

Dimensions

- 3.375 wide x 4.5625 high
- No bleed

Accepted File Formats (in order of preference)

1. PDF
 - CMYK
 - Print quality (300 dpi)
 - All fonts embedded
 - It is recommended that PDF files are created from Adobe InDesign or Adobe Illustrator.
2. JPEG, TIFF
 - CMYK
 - Print quality (300 dpi)
 - All fonts embedded
 - It is recommended that JPEG and TIFF files are created from Adobe Photoshop.

Color

- Ads must be 4-color process/CMYK
- DO NOT use RGB
- Be sure to convert all Pantone colors to CMYK

Images

- All images must be print quality (300 dpi at scale)

Fonts

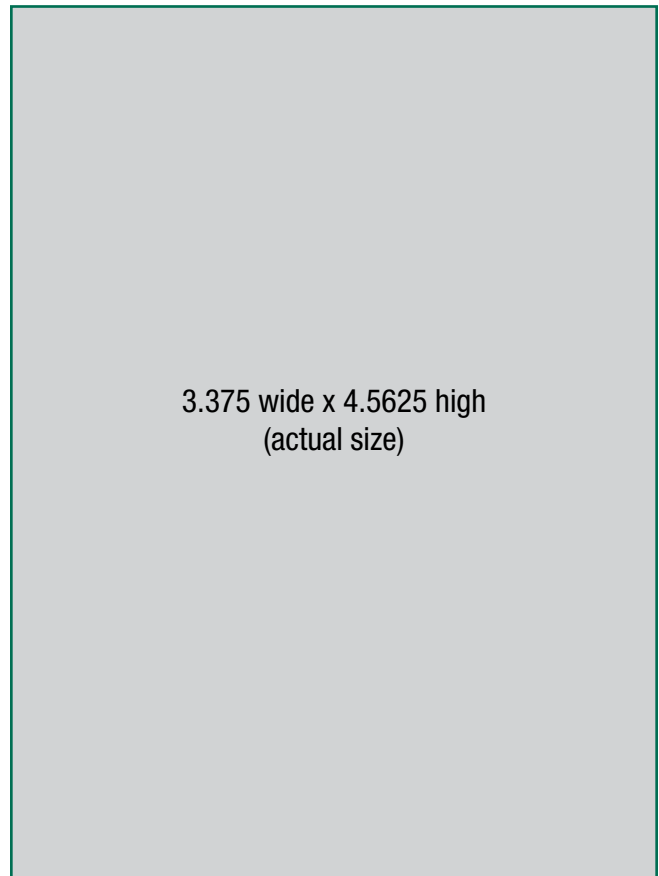
- Embed all fonts or convert all text to outlines

Paper Stock

- In an effort to promote sustainability, the conference program will be printed on an uncoated recycled paper stock with visible fibers. Please keep this in mind when designing your ad.

File Submission

- Ads can be submitted online at:
www.uceao.org/conference/ads
- Ads should not exceed 5mb
- It is recommended that you fax a copy of your ad to 419.530.6172 - Attention: Erin Lanham (we want to ensure that our copy looks like your copy!)



A Quick Checklist

- Are the dimensions correct?
- Is the ad (including all images) print quality (300 dpi)?
- Are all colors converted to CMYK?
- Are all fonts embedded or converted to outlines?

Questions

- Contact Erin Lanham at erin.lanham@utoledo.edu or 419.530.3871



For more information: www.uceao.org/conference | 419.530.3871

The University Clean Energy Alliance of Ohio supports the Zero Waste initiative.

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