

# ILA PROGRAM BOOK ADVERTISING SPECS - *AUTHENTIC LEADERSHIP*

1. Artwork must be saved as a high resolution (300+ dpi) PDF prepared for printing in full color (4-color, CMYK process)
2. Please reserve ad by 21 Sep. Art is due 25 Sep. Email the file to Debra DeRuyver, dderuyver@ila-net.org with subject line: ILA West Palm Beach Program Book Ad.
3. For questions, please contact Debra DeRuyver at dderuyver@ila-net.org or +1.202.470.4818 x102.
4. ILA's liability for any error will not exceed the charge for the advertisement in question. The advertiser and its agents (if any) shall be responsible for all content of the advertising, including securing copyright releases for any images used.

## ***FULL-PAGE AD***

Trim Size: 209 mm. wide X 279 mm. tall  
Live Area: 209 mm. wide X 279 mm tall\*  
Bleed: Yes - 4 mm. Include crop marks

*\* Please note that the program book is spiral bound. While your ad will print to the edge, do not include important information or design elements within 20mm of the right and left edges of the page as the binding may go through it.*

*Sample Boxes are not to scale and are for illustrative purposes only.*

## ***1/4 PAGE AD***

**Interior**  
Live Area:  
89 mm. wide X 121 mm. tall  
Bleed: No

## ***1/2 PAGE AD***

**Interior**  
Live Area: 184 mm. wide X 121 mm. tall  
Bleed: No