

# ILA PROGRAM BOOK ADVERTISING SPECS - ILA ANNUAL GLOBAL CONFERENCE

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 31 Aug. Art is due 15 Sep. Email Reservation & file to Debra DeRuyver, dderuyver@ila-net.org with subject line: ILA Annual Global 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***

### **Covers or Interior Full Page**

Trim Size: 8.5" wide X 11" tall

Live Area\*\* : 8.5" wide X 11" tall

Bleed: Yes - 4mm. Include crop marks

*\*\* Please note that the program book is spiral bound. While your ad will print to the edge of the page, do not include important information or design elements within 20 mm 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.*

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

### **Interior**

Live Area: 7.5" wide X 4.75" tall

Bleed: No; Crops: No; Margins: No

\* We recommend that your ad has a border in order to distinguish it from other content on the page.