

2012 Advertising Specification Card



Publication Name	Space Reservation Deadline	Digital Artwork Deadline	Hard Copy Proof Deadline*
ASBP News <i>Bimonthly Newsletter</i>	March/April: - 02/17/2012 May/June: - 03/30/2012 July/August: - 06/01/2012 September/ October: - 08/03/2012 November/ December: - 09/28/2012	March/April: - 02/22/2012 May/June: - 04/06/2012 July/August: - 06/08/2012 September/ October: - 08/10/2012 November/ December: - 10/05/2012	March/April: - 02/24/2012 May/June: - 04/10/2012 July/August: - 06/12/2012 September/ October: - 08/14/2012 November/ December: - 10/09/2012

Artwork Preparation:

PDF files are preferred; however, JPEG and TIFF images are accepted. All advertising space is sold as full-color placement. Convert artwork to CMYK. Embed all fonts and images. Artwork (including embedded images) must be created and saved at a minimum 300 dpi resolution. Crop marks are required to indicate final size of printed area. Bleeds require .125" overage from crop marks (i.e., add to dimension of listed available size). On full-page ads, include a .25" margin on all sides for "live" graphics, text and borders. Advertisers are required to mail a hard copy, color proof to ensure digital-to-print accuracy. If ASBP does not received a hard copy proof of artwork by the referenced deadline,* it is not responsible for incorrectly printed artwork in final publication. If additional artwork preparation time is required by printer, the advertiser is notified and incurs this fee.

Send Final Digital Artwork File:

Attn: Anna Vanderkleed
 E-mail: anna@asbp.org
 Voice: 303.770.2526

Send Final Hard Copy Proof:

ASBP | Attn: Membership & Exhibit Sales Manager
 2821 S. Parker Road, Ste. 625
 Aurora, CO 80014

Dimensions

