

# Magazine Advertising & Specs

**Ad reservation / camera-ready artwork deadline: November 4, 2016**

The 2016 Southern California Women's Health Conference Magazine & Event Program is a full-color print magazine, measuring 8.5x11 inches. An edition will also be published electronically.

- Full Page Ad – \$2,000
- ½ Page Ad – \$1,000

## Ad Specifications:

### Full Page Ad:

- 8.5W x 11H inches, .125 inch bleed all around
- Crop and bleed marks required
- Non-bleed full page ad: 8.0W x 10.5H inches

### Half-page ad with bleeds:

- 8.5W x 5.25H inches
- Crop and bleed marks required

### Non-bleed half-page ad:

- 7.5W x 4.625H inches

### Important ad formatting and submission guidelines:

- Ads may be either full color (CMYK) or black & white
- Ads must be submitted in either PDF or TIFF format
- Minimum 300 dpi resolution for any and all elements of ad, including any logos or photographs
- Ad elements lifted from web sites (low resolution) are not permissible
- Outline all fonts
- Ads submitted outside of specified dimensions may be rejected
- Ads will not be accepted in either MS Word or MS Publisher formats

## Conference Magazine



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**Submit ads** to Lena L. Kennedy at [lkennedy@llkassociates.com](mailto:lkennedy@llkassociates.com), 626.765.6206

**ADS ARE DUE:**

**November 4, 2016**