

RETAIL DESIGN AWARDS 2008 PROGRAM AD SPECIFICATIONS

LAYOUT	SIZE
1/2 Page Horizontal	7.25" W x 4.75" H
1/2 Page Vertical	3.375" W x 10" H
Full Page	7.25" W x 10" H

Many Retail Design Awards sponsor categories receive a half or full page ad as one of their sponsor benefits. Presenting Sponsor, Display Sponsor, and Winners Circle Sponsor each receive a full page in the program. Diamond, Crystal, and Ice Sponsors receive half pages. Half-page sponsors may upgrade from a half page to full page for an additional \$500.

AD SUBMISSION

All ads must be submitted digitally. Ads may be color or black-and-white.

Acceptable Media: CD-ROM or upload files via the NASFM web site.
Please contact Tracy Dillon at 954-893-7300, ext. 4832, to upload files.

Acceptable Formats:

Illustrator EPS (*preferred format for digital submissions*):

- Compatibility: Version CS (or prior)
- All text must be converted to paths. (*Select all, then under TYPE, drag down to CREATE OUTLINES.*)
- All colors must be converted to CMYK. (*Select all, then under FILTER, drag down to COLORS: CONVERT TO CMYK.*)
- Transparent objects must be flattened. (*Select all, then under OBJECT, drag down to FLATTEN TRANSPARENCY.*)
- All image files must be embedded.
- Preview: 8-bit Macintosh

Adobe Acrobat PDF:

- Compatibility: Version 8 (or prior)
- All fonts and image files must be embedded
- Image must be 300 pixels/inch and match ad dimensions at 100% scale.

TIFF (*use only if Illustrator EPS or PDF is not available*):

- Image must be 300 pixels/inch and match ad dimensions at 100% scale.
- Note: Type in TIFFs tends to be "fuzzy". Use this format only as a last resort.

NOTE: Native files (Quark, PageMaker, InDesign, etc.) are not accepted.

All ads created using page layout programs must be converted to an Illustrator EPS file or an Adobe Acrobat PDF according to the specs above.

PRINTED PROOFS REQUIRED ON ALL ADS.

DEADLINE: JANUARY 17, 2008

SEND ALL MATERIALS TO:

Tracy Dillon, NASFM
tracydillon@nasfm.org
954-893-7300, ext. 4832

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Hollywood, FL 33021