



2018 Distinguished Performance Awards Dinner

Ad Specifications

A strong tradition of CED's *Distinguished Performance Awards Dinner* is the Awards Program for attendees, in which organizations and individuals have the opportunity to honor the Awardees. Below are the specifications for the ads.

Deadline for Ads: Wednesday, July 25, 2018

Digital specifications

- Our preferred file format is PDF.
- PDF files to be supplied as composite CMYK.
- Files to contain images in high-resolution CMYK, grayscale, or monochrome bitmap modes.
- Files should not contain any JPEG or GIF format or copydot scan elements.
- All fonts to be embedded, and embedded fonts should be subset.
- If creating PDFs from QuarkXpress then any bitmapped or rasterized images used within Quark files should preferably be saved as TIFF format rather than EPS prior to creating the PDF, to reduce the risk of ICC color errors occurring.
- Please stuff or zip down your files before sending.
- A color proof can be sent in to guarantee tribute quality.
- For color sensitive ads please supply customer approved color proofs (SWOP). Acceptable proofs are: Kodak Approval, DuPont Digital Cromalin, Fuji FirstProof, Scitex Iris, and Imation Rainbow.

Size

- **Final trim size of program book is 7" x 10.5"**
- Please add p9 bleeds and crop marks offset by 1p if you would like your ad to bleed.

Digital File Transfer Methods

- We prefer PDF files via email.
- If supplying files on disk, please use an industry standard CD-ROM. Media must be write-protected and contain only the file required for each advertisement.

Contact

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