

# ADVERTISING PRINTING SPECIFICATIONS

## PUBLICATIONS AND CLOSING DATES:

Publication	Publication Date	Closing Date
Convention Program	July 20-23, 2012	June 1, 2012
March TBA Bandmasters Review	March 2012	Feb. 1, 2012
June TBA Bandmasters Review	June 2012	May 1, 2012
Sept. TBA Bandmasters Review	Sept. 2012	Aug. 1, 2012
Dec. TBA Bandmasters Review	Dec. 2012	Nov. 1, 2012

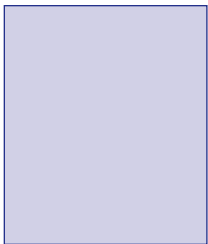
The closing dates above are the deadlines to return this advertising contract with all media and proofs to TBA for the respective publication.

## PRE-PRESS MECHANICAL REQUIREMENTS:

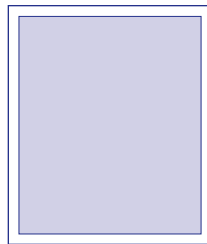
Guidelines for Electronic Files:

- A. Accepted Programs for Mac and PC
  1. Quark Express 4.0 - 7.0
  2. Adobe PageMaker 6.5 - 7.0
  3. Adobe Illustrator 10 - CS3
  4. Adobe Photoshop 6.0 - CS3
  5. Freehand 9.0 - 10.0
  6. In Design CS3
  7. Adobe Acrobat (PDF)
- B. Miscellaneous Formats
  1. EPS
  2. TIFF
  3. JPEG/GIF
- C. Accepted Media
  1. Zip Disk 100mb - 250mb
  4. CD/DVD
- D. Sending Files via Hard Media (disk, cd, zip)
  1. Send all related fonts (both screen and postscript fonts)
  2. If printing spot color or black and white (laser proofs required)
  3. 4cp Ad (send color laser or Hi rez color proof)
  4. Any bleeds on Ad that exceeds trim size must have additional bleeds of a minimum 1/8"
  5. Send all related graphic images/links with job
  6. If using spot colors, they must be specified with pantone number and setup on file
  7. DPI required for quality resolution - 300 dpi
  8. Create page size of Ad to actual size to be printed, under-sized page sizes that have to be enlarged without proper resolution will possibly become distorted or pixelized if we have to enlarge.
- E. 9. Set up files so that you link, rather than embed, placed graphics. If there is a problem with an embedded graphic we may not be able to fix it. Linking files instead of embedding them gives us greater troubleshooting control, and it save disk space.
- E. 10. 4cp - convert any spot color to CMYK.
- E. Unaccepted Program for Graphic Output
  1. Microsoft Excel and Microsoft Word Documents
  2. Any PC Publishing software
  3. Any PC or Mac Office Software
  4. Power Point or PC Database programs
- F. E-mailed Documents
  1. Can handle e-mail documents
  2. Recommended file size (5mb - 10mb maximum file size compressed)
  3. Send all related files as required as per "D" in outline
  4. If files received via e-mail, we will require approval via PDF proof
- G. Files sent via FTP site
  1. Files sent via FTP site will be set up with special folder and password (Call the TBA office for password information)
  2. Can handle any size (we are set up on T1 line and speed of transfer will be determined by customer modem speed)
  3. Send all related files as required as per "D" in outline
  4. If files received via FTP, we will require approval via PDF proof
- H. Electronic file changes
  1. Files that require changes or changes to any provided media that we make will be charged at an hourly rate of \$125.00 plus any material cost.
- I. Film sent to us instead of Electronic File
  1. We highly recommend you send an electronic file. Sending film will highly increase your cost.

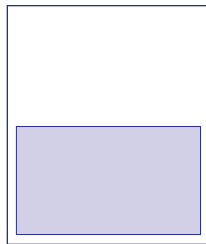
## ADVERTISING DIMENSIONS



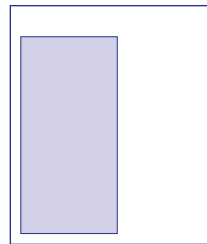
Full page bleed  
Trim: 8½ x 11



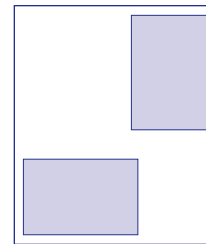
Full page  
7½ x 11



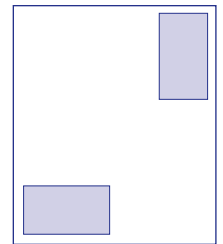
½ horizontal  
7½ x 5



½ vertical  
5 x 7½



¼ horizontal  
or vertical  
4 x 5¼



⅛ horizontal  
or vertical  
2¼ x 3¼