

# ADVERTISING PRINTING SPECIFICATIONS



## TBA PUBLICATIONS AND CLOSING DATES

PUBLICATION	PUBLICATION DATE	CLOSING DATE
Convention Program	July 20-23, 2017	June 1, 2017
Bandmasters Review	April 2017	March 1, 2017
Bandmasters Review	June 2017	May 1, 2017
Bandmasters Review	September 2017	August 1, 2017
Bandmasters Review	December 2017	November 1, 2017

The closing dates above are the deadlines to return the advertising contract with ad artwork to TBA for the respective publication. Full payment is due with the contract and is NON-REFUNDABLE.

## ADVERTISING DIMENSIONS

Ads should be created equal to the sizes requested on the application:

- Full page - vertical *only*, 8.5" wide x 11" \*
- Half page - horizontal *only*, 8.5" wide x 5.5" tall
- Quarter page - vertical, 4.25" wide x 5.5" tall
- Quarter page - horizontal, 8.5" wide x 2.75" tall
- Business card - horizontal, 3.5" x 2"
- Business card - vertical, 2" x 3.5"

\*Ads for the back cover, inside covers, two-page spreads (including the center spread) should be designed using the *Full page with bleed* dimensions.

## COLOR

There are three color options; please design the ad accordingly:

- Black only: Use only black and white or grayscale to create the ad.
- Black plus one spot color: Define the color as a CMYK (preferred) or a PMS value. Shades of black (grayscale) and shades of the designated color may also be used.
- Full Color: Convert all colors to CMYK.

## RESOLUTION

For the best quality, ads must be submitted at 300 dpi *at the size they will be when printed*.

## AD FORMATS

- TBA will accept ad files saved in these formats: pdf, jpg, eps. Convert fonts to outlines when creating these formats and include crop marks and bleed marks (if applicable).
- Please label the file with the name of the advertising company. (Do not label "TBA ad.")
- **Attach ads to an email and send to Robin Tovar at [robin@texasbandmasters.org](mailto:robin@texasbandmasters.org).**
- If the ad file is too large to send by email or you have any questions, please contact Robin Tovar by email or call (210) 492-8878.

## AD PLACEMENT

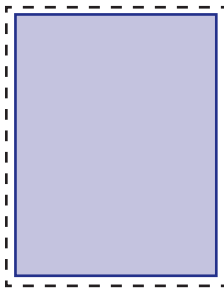
Ads are placed within the publication at the discrepancy of the designer.

## FINISHED AD DESIGN DIMENSIONS WITH AND WITHOUT BLEED:

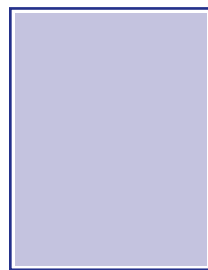
If the ad design extends off the edge of the printed page, add 0.125" bleed border beyond the document edge on all sides and include crop marks on your file. **See drawings below for exact dimensions.**

NOTE: For the best legibility, keep important parts of your ad (phone numbers, etc.) at least 0.25" within the edge of the ad to avoid parts being hidden in the binding or running too close to the edge of the page.

### FULL PAGE

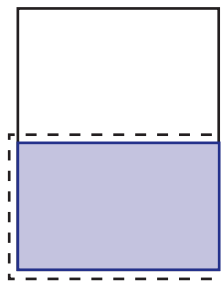


Full page with bleed:  
8.75" x 11.25"

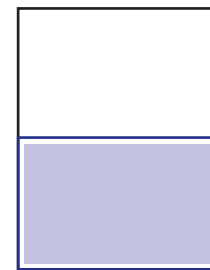


Full page with white border:  
8.5" x 11"

### HALF PAGE

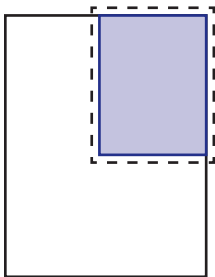


Half Page with Bleed:  
5.75" x 8.75"

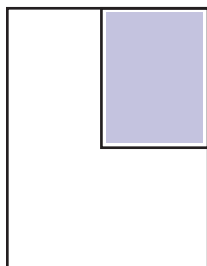


Half Page with White Border:  
5.5" x 8.5"

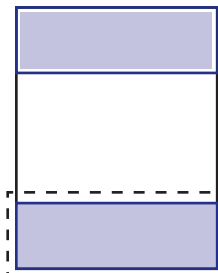
### QUARTER PAGE



Quarter page vertical  
with bleed:  
4.5" x 5.75"



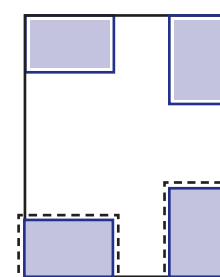
Quarter page vertical  
with white border:  
4.25" x 5.5"



Quarter page  
horizontal with  
white border:  
8.5" x 2.75"

Quarter page  
horizontal with  
bleed:  
8.75" x 3"

### BUSINESS CARD



Business card  
horizontal & vertical  
with white border:  
2" x 3.5"



Business card  
horizontal & vertical  
with bleed:  
2.25" x 3.75"