



SOCIETY FOR MARKETING ADVANCES

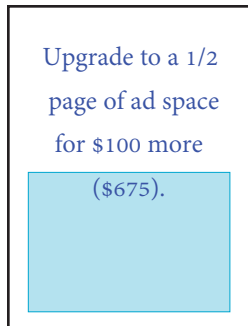
# conference program ad specs

## standard print ad sizes

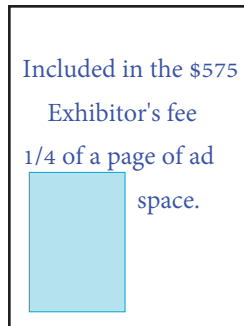
(width x height)



**FULL PAGE**  
7.5" X 10.75"



**HALF PAGE**  
7.5" X 5.1875"



**QUARTER PAGE**  
3.5625" X 5.1875"

## COLOR REQUIREMENT

Black and white/grayscale ads only.

## AD BORDERS

All ads are required to have borders. If ad is supplied without border, a border will be added.

## ACCEPTED FORMATS

- EDITABLE [ InDesign
- [ Photoshop
- [ Illustrator
- [ .eps
- [ .pdf
- NON [ .tif
- [ .jpg

If you provide an editable file, all graphic elements and fonts must be provided with files to ensure the integrity of your ad.

## RESOLUTION

300 dpi (at 100% size)