



4410 Massachusetts Avenue, NW / Suite 200  
Washington, DC 20016  
202.536.4810 202.370.6882 fax



## ADVERTISING SPECIFICATIONS

### COLOR

- ▶ All ads need to be CMYK, no RGB images will be accepted.
- ▶ Standard four-color printing process is used.
- ▶ PMS and spot colors will be converted to 4-color process.

### SCANS AND IMAGES

- ▶ Scanned / bitmapped images must be CMYK 300 dpi.
- ▶ Delete extra Alpha channels in Photoshop files.

### PROOFS

Your ad must be accompanied by a color proof. We cannot be held responsible for color integrity or content for ads submitted without an appropriate proof.

### FINAL FILES

**There is a charge of \$75 an hour for ad clean-up, creation and troubleshooting.**

- ▶ PDF: Must be print optimized (300 dpi) with images and fonts embedded. **Note:** PDFs do not embed True Type or Macintosh dfonts. They must be converted to outlines before a PDF is created.
- ▶ Crop marks must be outside of bleed area.
- ▶ Do not add security features to a PDF or lock any file.
- ▶ Any fonts not supplied may be substituted.
- ▶ All submitted materials must be clearly marked with company name, contact name, file name and show name. All ads must include the name of the advertiser in the actual file name. (e.g.: XYZCo-Ad.qxd) and must include the appropriate extension ie: .eps, .tif
- ▶ All digital materials must be on CD or DVD.

### NOT ACCEPTABLE

- ▶ Word, Publisher and Powerpoint files are NOT accepted.
- ▶ OS X dfonts are NOT accepted. No style attributes applied to the basic fonts.
- ▶ PC and True Type fonts must be converted to outline.
- ▶ No faxes or hard copies accepted.
- ▶ JPG, GIF, PICT, and BMP formats are NOT supported.

### SENDING MATERIALS

**Please email materials to Larry Smith, Art Director at:**  
LSmith@DiplomaticConnections.com

**For mailing purposes only, send to:**

Diplomatic Connections  
PO Box 25222  
Arlington, VA 22202

### AD SIZES

|                              |                                                             |
|------------------------------|-------------------------------------------------------------|
| 1/6 page vertical no bleed   | 2.5" w x 2.875" h image area                                |
| 1/4 page vertical no bleed   | 3.5" w x 4.75" h image area                                 |
| 1/3 page vertical no bleed   | 2.5" w x 8.75" h image area                                 |
| 1/2 page horizontal no bleed | 7.5" w x 4.75" h image area                                 |
| 2/3 page vertical no bleed   | 5" w x 8.75" h image area                                   |
| Full page no bleed           | 7.5" w x 10" h image area                                   |
| Full page with bleed         | 8.25" w x 10.875" h trim size<br>plus .125" bleed all sides |
| Two Page Spread with bleed   | 16.5" w x 10.875" h trim size<br>plus .125" bleed all sides |

(Printer will split & add grind-off in center)

# AD SIZES

Please see Ad Specifications for Full Page and Two Page spread sizes.

