



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



## ADVERTISING SPECIFICATIONS

### AD SIZES

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 with bleed	8.25" w x 10.8125" h trim size plus .125" bleed all sides
Two Page Spread with bleed	16.5" w x 10.8125" h trim size plus .125" bleed all sides

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

### 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.

### 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

### ACTIVE TEXT AREA

Even though your ad may bleed, please provide a safety margin of .25 inches from the edges for important images and text.

### BANNER AD SIZES

Top Banner: 600 x 90 pixels  
 Right hand side banner: 300 x 90 pixels  
 Right hand side banner option 2: 300 x 250 pixels  
 All should be provided in JPG format.

### SENDING MATERIALS

**Please email materials to:**

Production@diplomaticconnections.com

### 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.

### MATERIAL DEADLINE CALENDAR

EDITION	DEADLINE - No later than:
January/February	December 3rd
March/April	February 2nd
May/June	April 2nd
July/August	June 4th
September/October	August 2nd
November/December	October 2nd

2018 Editions	All ad materials due date	Distribution
March - April	2.2.18	March 2018
May - June	4.2.18	May 2018
July - August	6.4.18	July 2018
September - October	8.2.18	September 2018
November - December	10.2.18	November 2018
January - February, 2019	12.3.18	January 2019