



THE AMERICAN-SCOTTISH
FOUNDATION, INC.



DINNER PROGRAM ADVERTISEMENTS DIGITAL FILE SUBMISSION SPECIFICATIONS

FINAL DEADLINE: FRIDAY, OCTOBER 26, 2012

Ad Sizes (width x height):

Program trim size: 8 1/2" x 11"

Full page (framed ad/picture) maximum live area: 7 3/4" x 10"

Full page (to edge of program trim) 8 3/4" x 11 1/4" inclusive of 1/8" bleed all round

Half page (framed ad/picture) maximum live area 7 3/4" x 4 7/8"

Color: Color or Black and White/Greyscale

Pricing:

Full page - color - \$1,250 (Platinum sponsors receive page inclusive in their sponsorship of a table)

Full page - B&W - \$750 (Platinum sponsors receive page inclusive in their sponsorship of a table)

Half page - B&W - \$425 (Emerald Sponsors receive half page inclusive in their sponsorship of a table)

Accepted applications:

Adobe Acrobat PDF files - high resolution, no compression (preferred format)

Adobe Indesign files (if transparency is used, turn on "clip complex regions". Do not turn on "simulate overprints" option in advanced settings.) Adobe Photoshop files.

Unaccepted applications:

Corel Draw, Macromedia Freehand, Word Perfect, MS Powerpoint, MS Publisher, MS Excel, MS Word (except for supply of copy if we are to prepare ad for you), QuarkXpress.

Image usage format:

Accepted: EPS, TIFF or JPG, PNG, native AI and PS files

Images must be minimum 300DPI 100%. Beware of inserting color images into B&W PDF files; please ensure they are greyscale before embedding. Embed all screen and printer fonts in picture/art files.

Unaccepted: PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, TARGA, IFF, PIXAR, WPX, Metafiles, web images or film

Fonts: Type 1 Postscript fonts (supply screen and printer fonts) - true type only if embedded in a PDF. Use actual fonts where possible or create in an illustration program. Create outlines in AI. 5pt type size minimum.

Submission:

Email files to Mark Beaumont at MABeaumont@aol.com (www.baybytes.com)

Payment should be made directly to the event staff at:

The American-Scottish Foundation, Inc., Scotland House®, 575 Madison Avenue, Suite 1006, New York, NY 10022. Telephone: 212-605-0338. Email: asfevents@wwbcny.com

Additional information: contact Mark Beaumont on MABeaumont@aol.com with production queries or for advice or assistance in ad preparation.