



F.I.E.R.O. Regional Fire PPE Workshop

Dallas - May 21, 2014

ADVERTISER INFORMATION

Dimensions:

Full Page (\$400 / Inside front cover \$550 / Back cover \$700)

Non-Bleed: 7" x 10-3/4"

Bleed: 8-1/8" x 11-3/8"

Final Trim: 7-7/8" x 10-3/4"

Half Page Horizontal (\$275)

Non-Bleed: 7" x 4-3/4"

Bleed: 8-1/8" x 5-3/8"

Final Trim: 7-7/8" x 5-1/4"

Half Page Vertical (\$275)

Non-bleed: 3-3/8" x 9-3/4"

Bleed: 4-1/8" x 11-1/8"

Final Trim: 4" x 10-7/8"

Quarter Page (\$150)

Non-bleed: 3-3/8" x 4-3/4"

Requirements:

DIGITAL FILES

- Preferred file format: Adobe Acrobat PDF (CMYK, fonts embedded, & print optimized)
- Accepted application formats (Mac preferred): Quark XPress 6.1, Illustrator CS 11.0, Photoshop CS 8.0, InDesign CS 3.0.1.
- Accepted image formats: EPS, TIFF (Grayscale or CMYK & 300 DPI), PDF (CMYK and print optimized) or JPEG.
- Fonts (Macintosh only): Supply all screen and printer fonts including fonts used in EPS and PDF files.
- Dimensions: Ads must be supplied at exact dimensions. Trim on bleed ads is 1/8" from header, footer, face. Live matter must be at least 1/4" from trim for bleed ads (if applicable). Final trim size of program is 7 7/8" Wide x 10 7/8" Deep.
- Accepted media: CD ROM/RW; DVD (media returned only on request); 100MB Zip disk;
- Proofs: Supply PDF file proof or laser hard copies with colors indicated and any special instructions (please print out at 100%).

CAMERA READY ART:

Accepted format if providing camera-ready art or originals to scan: Transparencies, 35mm slides, photographic prints, matchprints, velox prints.

Deadline for registration and payment: Wednesday, April 30, 2014



Visit: www.fireppeworkshop.com
for workshop details