

nc healthcare engineers association

2017 NCHEA DIRECTORY AD SPECS

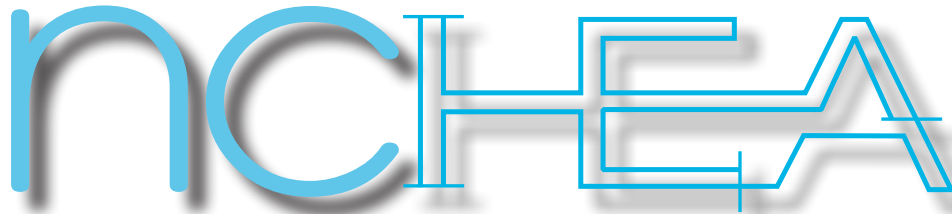
***Please forward this information to your
MARKETING TEAM OR GRAPHIC/ADVERTISING TEAM***

AD DEADLINE JULY 1, 2017

www.nchea.com

65th NCHEA Annual Conference & Exhibition | August 21-25, 2017 | OMNI GROVE PARK INN, Asheville, NC





nc healthcare engineers association

**SEND LOGOS NOW
FOR WEB, APPS, ETC.
Platinum, Keynote, Guest, Gold
300 DPI for brochure deadline June 5, 2017
jpg. png. tiff
WEB png or jpg**

ADS DUE ON OR BEFORE BY JULY 1, 2017

SEND to nchea.vendorchair@gmail.com

NCHEA Directory is b/w laser copied with a full color matte coated card stock cover.

All BW print ready submissions should be bw/greyscale and should be 300 dpi.

All COLOR print ready submissions should be in four color (CMYK), and images should be scanned at 300 dpi.

File formats accepted: TIFF, EPS, PDF, JPG

All ads must be submitted by the issue deadline and approved by NCHEA.

The trim and bleed size plus active area are as follows:

- Trim size: 8" x 11"
- Bleed Size: .125"
- Live Area: 0.50" from Trim all around
- Cover: 3/4" bindery

(All ads with bleed require a Live Area within)

Back Cover Allow for 3/4" binding on right side of ad - keep within Live Area

Inside Back Cover allow for 3/4" binding on left side of ad.

ADS DUE ON OR BEFORE BY JULY 1, 2017

LIVE AREA 7" X 10"
CENTERED ON
8.5 X 11 PAGE
3/4" BINDERY EDGE
COULD BE EITHER SIDE

FULL PAGE AD

**8.5" X 11" finished cut size
PRINTS BLACK & WHITE**
PORTRAIT**

FREE FULL PAGE AD TO
KEYNOTE and PLATINUM SPONSORS
PURCHASED SEPERATELY: \$1000.00**

****NEW!! MAKE YOUR AD FULL COLOR
FOR ADDITIONAL \$250.00**

KEEP VITAL INFORMATION WITHIN
1/2" OF PAGE EDGE FROM TOP AND BOTTOM OF PAGE
3/4" FROM SIDES OF PAGES
CAN BLEED ALL SIDES (allow at least .125 bleed)
IMAGES can bleed, make sure your wording or logo stays within live area

ADS DUE ON OR BEFORE BY JULY 1, 2017

LIVE AREA 5" X 7"
CENTERED ON
8.5 X 11 PAGE
3/4" BINDERY EDGE
COULD BE EITHER SIDE
CAN BLEED ON
SIDES ONLY - 5 X 8.5

HALF FULL PAGE AD

8.5" X 11" finished cut size
PRINTS BLACK & WHITE
LANDSCAPE

FREE HALF FULL PAGE AD TO**
GOLD SPONSORS

LIVE AREA 5" X 7"
CENTERED ON
8.5 X 11 PAGE
3/4" BINDERY EDGE
COULD BE EITHER SIDE

CAN BLEED ON
SIDES ONLY - 5 .5" X 8.5"
KEEP LIVE AREA 5X7 AND
ALLOW BLEED .125

ADS DUE ON OR BEFORE BY JULY 1, 2017

1/4 PAGE AD
8.5" X 11" finished cut size
PRINTS BLACK & WHITE
PORTRAIT
FREE 1/4 PAGE AD TO
SILVER SPONSORS

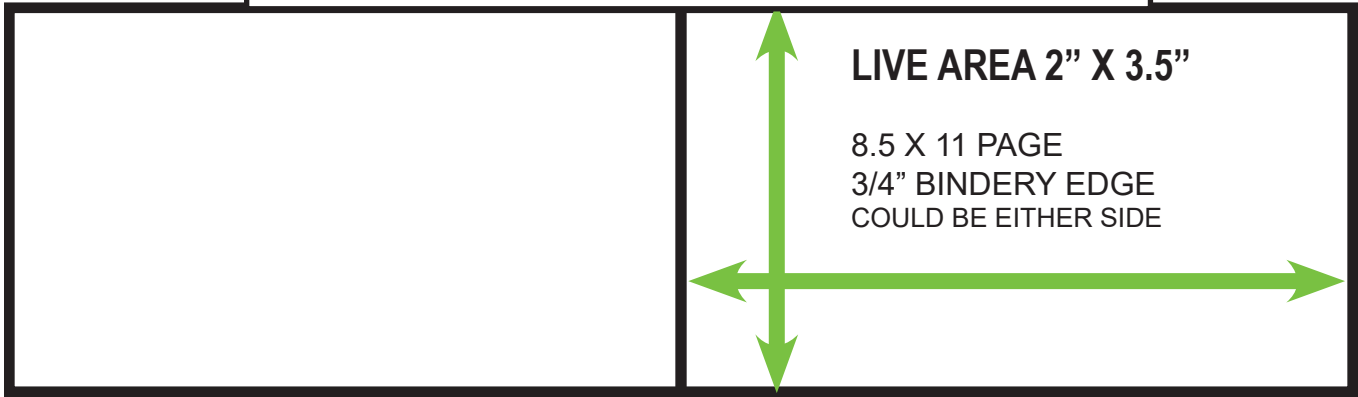
LIVE AREA 3.5" X 5"
8.5 X 11 PAGE
3/4" BINDERY EDGE
COULD BE EITHER SIDE

LIVE AREA 3.5" X 5"
8.5 X 11 Page Fin Cut Size
3/4" BINDERY EDGE
COULD BE EITHER SIDE

CAN **BLEED** ON
SIDES ONLY - 4" X 5.5"
KEEP LIVE AREA 3.5" X 5"
AND ALLOW BLEED .125

LIVE AREA 3.5" X 5"
8.5 X 11 PAGE
3/4" BINDERY EDGE
COULD BE EITHER SIDE

ADS DUE ON OR BEFORE BY JULY 1, 2017



1/8 PAGE AD
8.5" X 11" finished cut size
PRINTS BLACK & WHITE
LANDSCAPE
FREE 1/8 PAGE AD TO
BRONZE SPONSORS

