

nc healthcare engineers association

# **2019 NCHEA DIRECTORY AD SPECS**

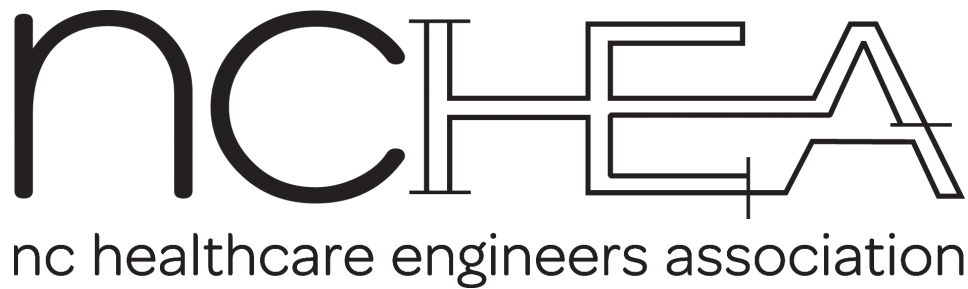
***Please forward this information to your  
MARKETING TEAM OR GRAPHIC/ADVERTISING TEAM***

***AD DEADLINE JUNE 1, 2019***

[www.nchea.com](http://www.nchea.com)



**67th NCHEA Annual Conference & Exhibition**  
July 30 - August 2019 | OMNI Grove Park Inn | Asheville, NC



**SEND LOGOS NOW  
FOR WEB, APPS, ETC.  
Platinum, Keynote, Special Event, Gold  
300 DPI for brochure deadline **May 15, 2019**  
jpg. png. tiff  
WEB png or jpg**

**DIRECTORY ADS DUE ON OR BEFORE BY **JUNE 1, 2019****

**SEND to [nchea.vendorchair@gmail.com](mailto: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)

• Include in your file name the name of our company and size of ad: ie: **CompanyXYZ\_full page\_NCHEAad**

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 JUNE 1, 2019**

**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**

**COMPLIMENTARY\*\* FULL PAGE BW AD TO  
KEYNOTE, PLATINUM & SPECIAL EVENT 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

- Include in your file name the name of our company and size of ad: ie: CompanyXYZ\_full page\_NCHEAad

**ADS DUE ON OR BEFORE BY JUNE 1, 2019**

**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 BW 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

- Include in your file name the name of our company and size of ad: ie: CompanyXYZ\_full page\_NCHEAad

**ADS DUE ON OR BEFORE BY JUNE 1, 2019**

**LIVE AREA 3.5" X 5"**

8.5 X 11 PAGE  
3/4" BINDERY EDGE  
COULD BE EITHER SIDE

**1/4 PAGE AD**

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

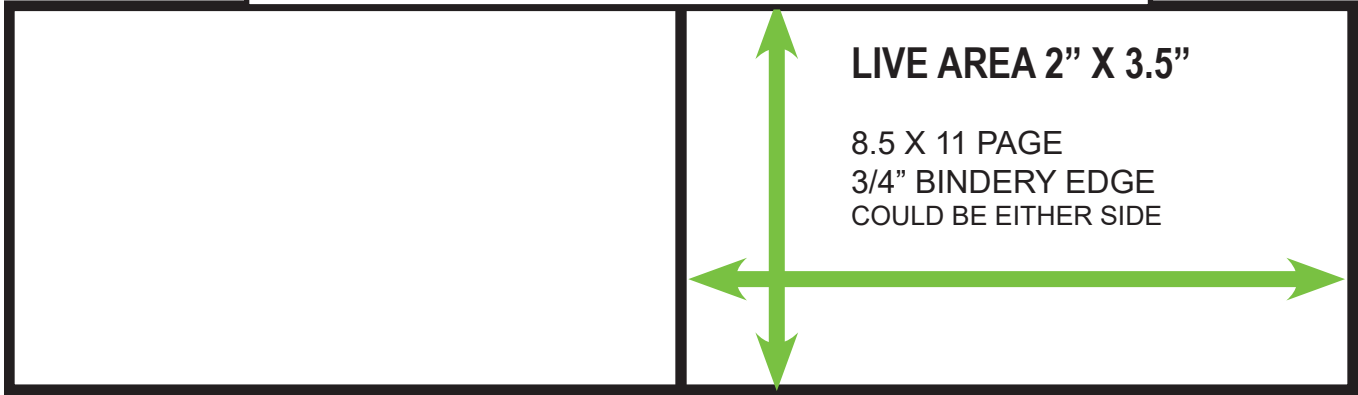
- Include in your file name the name of our company and size of ad: ie: CompanyXYZ\_full page\_NCHEAad

**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

**ADS DUE ON OR BEFORE BY JUNE 1, 2019**



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

- Include in your file name the name of our company and size of ad: ie: CompanyXYZ\_full page\_NCHEAad

