

nc healthcare engineers association

# 2024 NCHEA DIRECTORY AD SPECS

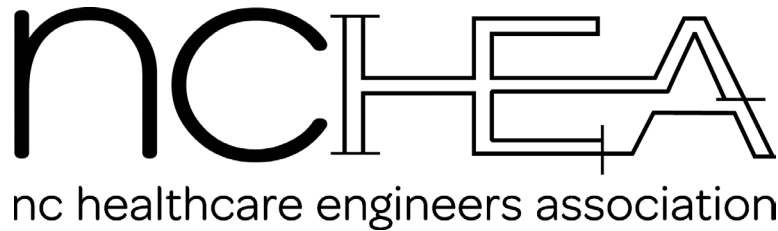
**Please forward this information to your  
MARKETING TEAM OR GRAPHIC/ADVERTISING TEAM**

**AD DEADLINE JUNE 3, 2024**



**72<sup>nd</sup> NCHEA Annual Conference & Exhibition**

AUGUST 5-9, 2024 | Wilmington Convention Center | Wilmington, NC



**SEND LOGOS NOW  
FOR WEB, APPS, ETC.  
ALL SPONSORS  
300 DPI for printed promotional material  
Due when you register.  
jpg. png. tiff - WEB png or jpg**

**DIRECTORY ADS/VIDEOS DUE ON OR BEFORE BY **JUNE 3, 2024****

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

NCHEA Directory is printed with full color and black & white (B/W) matte coated white stock. All BW print ready submissions should be bw/greyscale and should be 300 dpi.

**KEYNOTE, PLATINUM, and SPECIAL EVENT have COMPLIMENTARY FULL PAGE COLOR ADS.**

**GOLD receive COMPLIMENTARY FULL COLOR half page ad (option to upsize for fee)**

**SILVER - COMPLIMENTARY 1/4 PAGE Black/white ad (option to upsize for fee) SILVER**

**BRONZE - COMPLIMENTARY 1/8 PAGE Black/white ad (option to upsize for fee)**

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

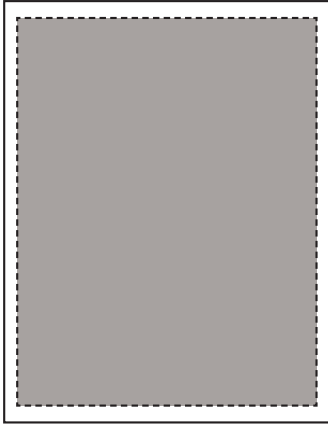
File formats accepted: TIFF, EPS, PDF, JPG, PNG

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

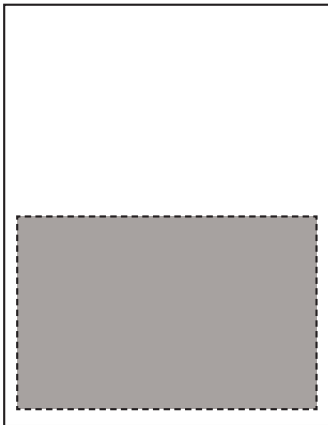
The trim and bleed size plus active area are as follows:

- 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)

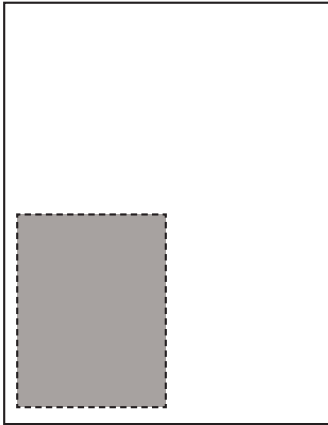
**Include in your COMPANY name on file you email:  
ie: **CompanyName\_full page\_NCHEAad****



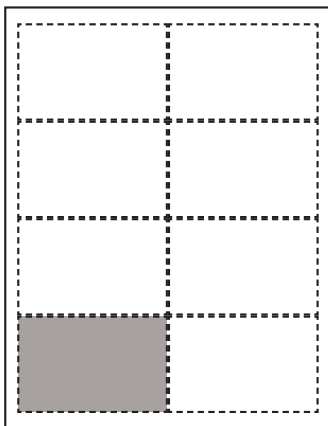
FULL PAGE



1/2 PAGE HORIZONTAL



1/4 PAGE VERTICLE



1/8 PAGE HORIZONTAL

## DIRECTORY DISPLAY AD SPECIFICATIONS

Publication Trim Size: 8.5"x11"

SPACE UNIT	INCHES WIDE	INCHES DEEP
FULL PAGE	8.5	11
1/2 PAGE	7	4.875
1/4 PAGE	3.375	4.875
1/8 PAGE	3.5	2.5

SIZE	LIVE AREA	TRIM	BLEED
Full Page	7.5" x 10.25	8.5" x 11"	8.75" x 11.25"

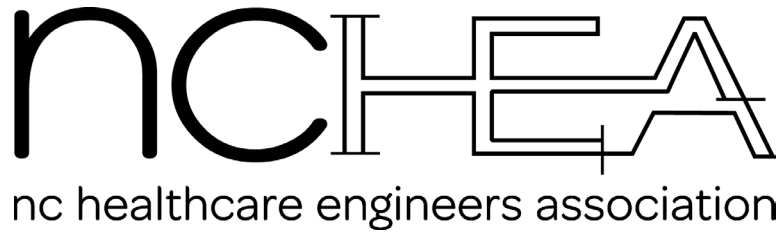
8.5 X 11 Page Fin Cut Size

3/4" BINDERY EDGE (COULD BE EITHER SIDE)

### REQUIRED MATERIALS:

- Digital files are required - PDF/X1-A(2001) is the preferred file format - sized to 100% of mechanical requirements, with bleeds set at .125" (0p9) on all sides for full-page.
- Downsample color and grayscale images to 300 dpi for all images over 300 dpi.
- Files are to be cropped at the bleed edge - do not include color bars, page information, registration, crop or bleed marks when distilling the final PDF.
- Only CMYK files are accepted for publication for color pages.
- The publisher is not responsible for errors due to low-resolution images or improper file preparation, and assumes all supplied advertising files will reproduce in a satisfactory manner. The advertiser, or its agency, will be notified if materials do not pass preflight, and corrective action is required.
- Include in your file name the name of our company and size of ad: ie: CompanyXYZ\_full page\_NCHEAad

**DIRECTORY ADS DUE ON OR BEFORE**  
**BY JUNE 3, 2024**



**DIRECTORY ADS & VIDEOS DUE ON OR BEFORE  
BY **JUNE 3, 2024****

**ALL SPONSOR LOGOS** will be added to a Powerpoint loop that will be shown during breakfast, breaks, and in between speakers inside the education space.

**LOGO SPECS:** 300 dpi for print - png or jpg for web.

**VIDEO SPECS:** 16:9, 1920 x 1080 or 1280 x 720

**PRIME** sponsors listed below have the added benefit of adding a short video

**KEYNOTE SPONSOR VIDEO - 30 SEC**

**PLATINUM SPONSOR VIDEO - 15 SEC**

**SPECIAL EVENT SPONSOR VIDEO - 15 SEC**