

nc healthcare engineers association

# 2022 NCHEA DIRECTORY AD SPECS

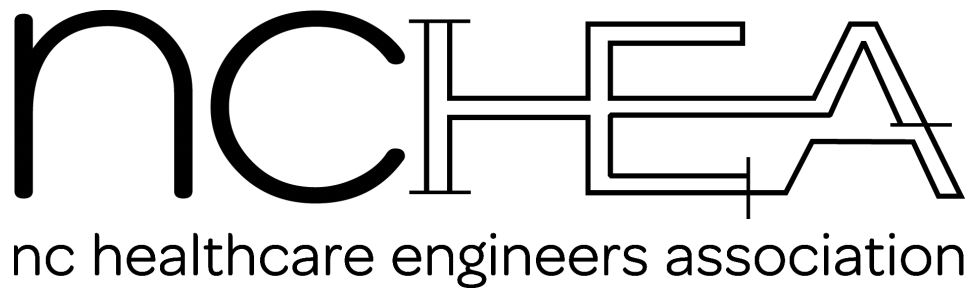
***Please forward this information to your  
MARKETING TEAM OR GRAPHIC/ADVERTISING TEAM***

***AD DEADLINE JULY 1, 2022***

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



**70th NCHEA Annual Conference & Exhibition  
AUGUST 9-12, 2022 | Wilmington Convention Center | Wilmington, NC**



**SEND LOGOS NOW  
FOR WEB, APPS, ETC.  
Platinum, Keynote, Special Event, Gold  
300 DPI for promotional education brochure  
deadline **JUNE 1, 2022**  
jpg. png. tiff - WEB png or jpg**

**DIRECTORY ADS DUE ON OR BEFORE BY **JUNE 1, 2022****

**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: **CompanyName\_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.

**70th NCHEA Annual Conference & Exhibition  
AUGUST 9-12, 2022 | Wilmington Convention Center | Wilmington, NC**

**ADS DUE ON OR BEFORE BY JUNE 1, 2022**

**LIVE AREA 7.5" X 10.25"**  
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 PORTRAIT

**COMPLIMENTARY FULL PAGE COLOR AD TO  
KEYNOTE SPONSORS**

**COMPLIMENTARY FULL PAGE BW AD TO  
PLATINUM & SPECIAL EVENT SPONSORS**

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: CompanyName\_full page\_NCHEAad**

**ADS DUE ON OR BEFORE BY JUNE 1, 2022**

**LIVE AREA 5" X 7.5"**

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 LANDSCAPE  
COMPLMENTARY HALF FULL BW PAGE AD TO  
GOLD SPONSORS**

**LIVE AREA 5" X 7.5"**

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: CompanyName\_full page\_NCHEAad**

**ADS DUE ON OR BEFORE BY JUNE 1, 2022**

**1/4 PAGE AD**

**PRINTS PORTRAIT  
COMPLIMENTARY  
1/4 PAGE AD TO  
SILVER SPONSORS**

**LIVE AREA 3.75" X 5.125"**

3/4" BINDERY EDGE  
COULD BE EITHER SIDE

**LIVE AREA 3.75" X 5.125"**

3/4" BINDERY EDGE  
COULD BE EITHER SIDE

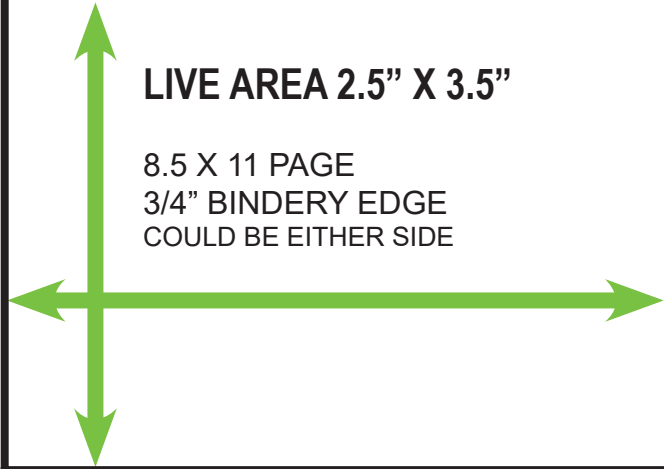
Include in your file name the name of our  
company and size of ad:

**ie: `CompanyName_full page_NCHEAad`**

**ADS DUE ON OR  
BEFORE BY  
JUNE 1, 2022**

**LIVE AREA 2.5" X 3.5"**

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



**1/8 PAGE AD**  
8.5" X 11" finished cut size  
PRINTS LANDSCAPE  
COMPLIMENTARY  
1/8 PAGE AD TO  
BRONZE SPONSORS

Include in your file name the name of our  
company and size of ad:

**ie: `CompanyName_full page_NCHEAad`**

**LIVE AREA 2.5 " X 3.5"**

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