

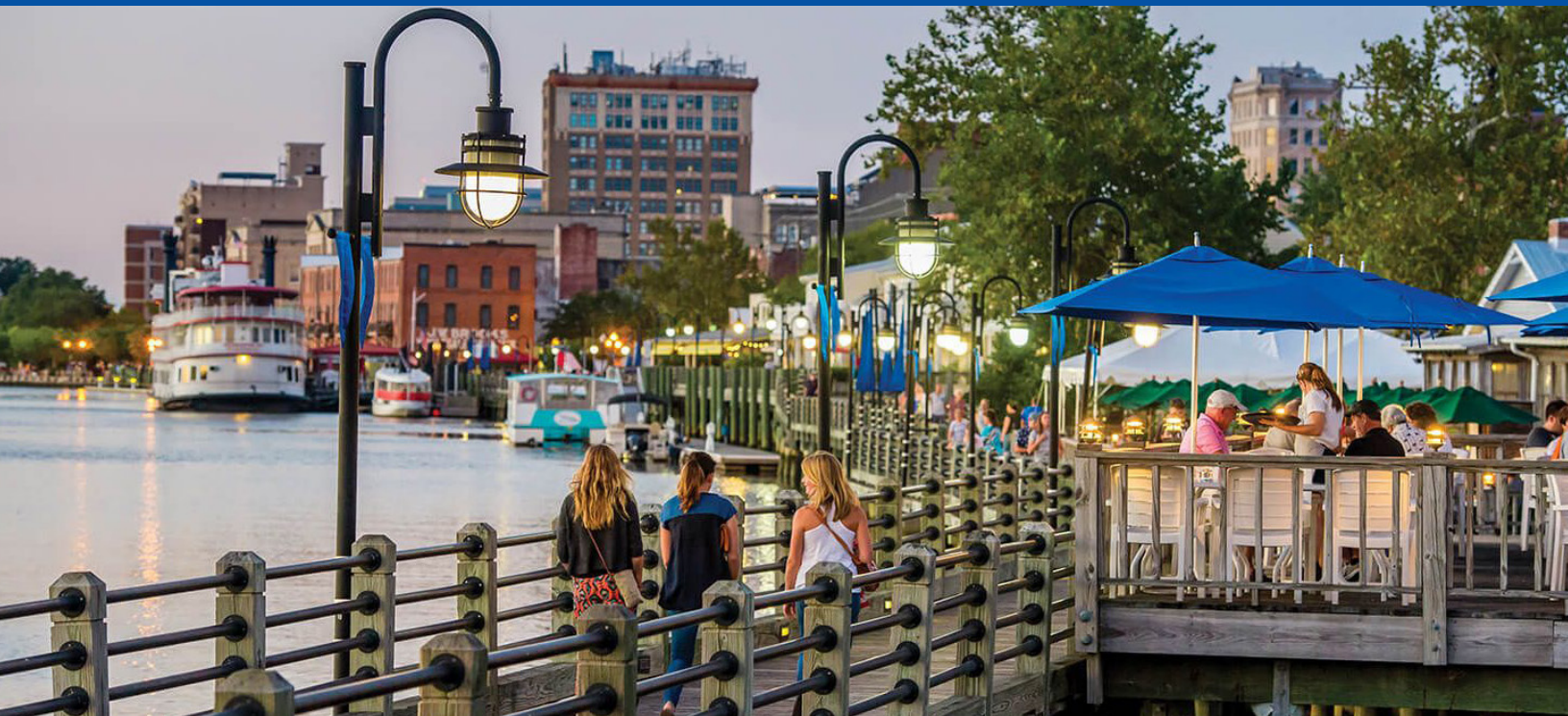
nc healthcare engineers association

2020 NCHEA DIRECTORY AD SPECS

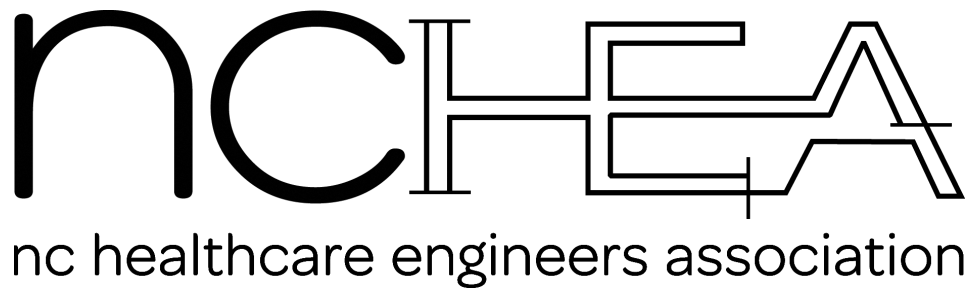
***Please forward this information to your
MARKETING TEAM OR GRAPHIC/ADVERTISING TEAM***

AD DEADLINE JUNE 1, 2020

www.nchea.com



68th NCHEA Annual Conference & Exhibition
AUGUST 17-21, 2020 | Wilmington Convention Center | Wilmington, NC



**SEND LOGOS NOW
FOR WEB, APPS, ETC.
Platinum, Keynote, Special Event, Gold
300 DPI for promotional education brochure
deadline **May 31, 2019**
jpg. png. tiff - WEB png or jpg**

DIRECTORY ADS DUE ON OR BEFORE BY **JUNE 1, 2020**

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)

• 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.

**68th NCHEA Annual Conference & Exhibition
AUGUST 17-21, 2020 | Wilmington Convention Center | Wilmington, NC**

ADS DUE ON OR BEFORE BY JUNE 1, 2020

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 COLOR AD TO
KEYNOTE SPONSORS**

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

**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, 2020

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, 2020

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

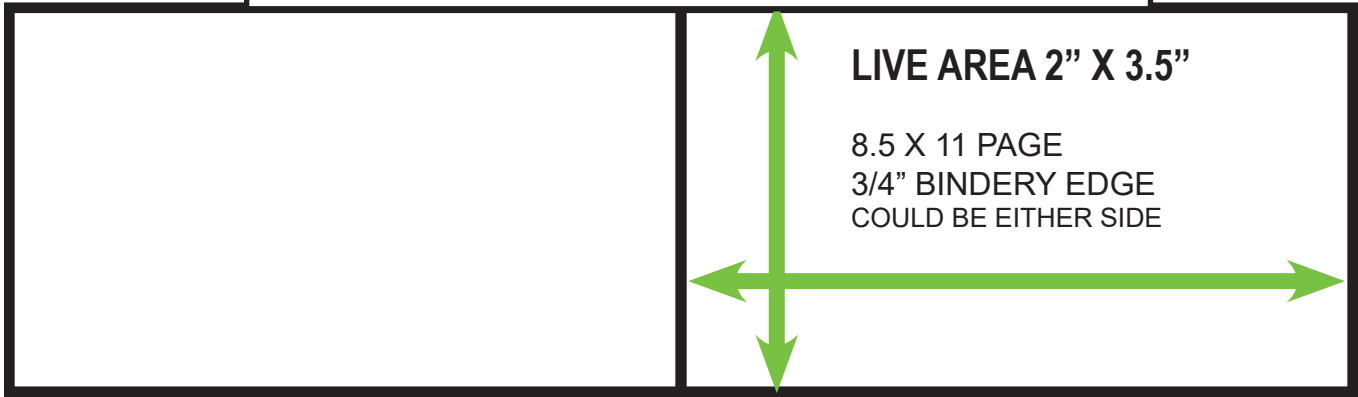
- Include in your file name the name of our company and size of ad: ie: CompanyXYZ_full page_NCHEAad

LIVE AREA 3.5" X 5"

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

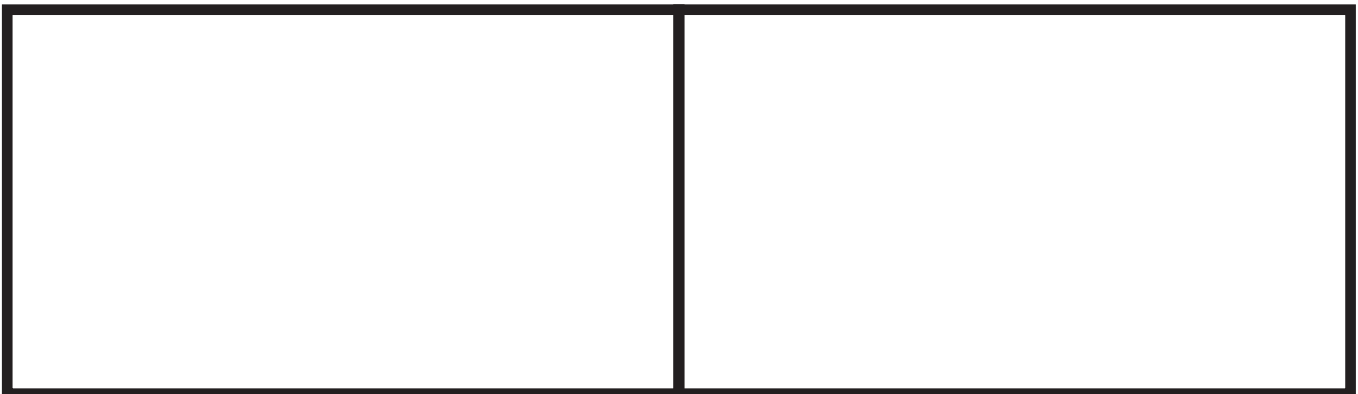
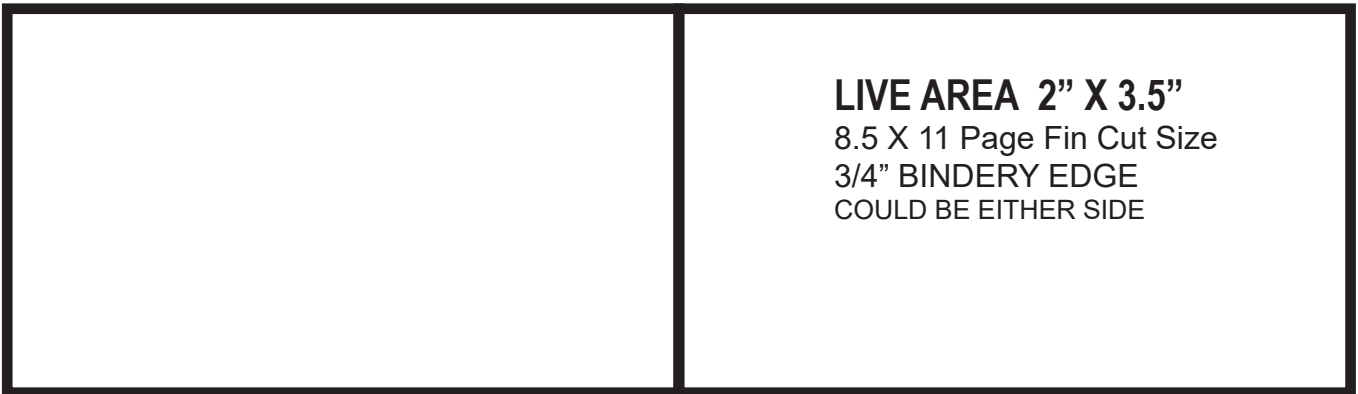
CAN **BLEED** ON
SIDES ONLY - 4" X 5.5"
KEEP LIVE AREA 3.5" X 5"
AND ALLOW BLEED .125

ADS DUE ON OR BEFORE BY JUNE 1, 2020



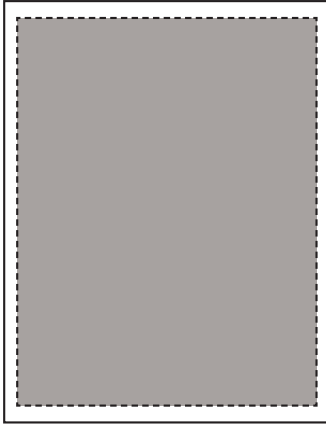
1/8 PAGE AD
8.5" X 11" finished cut size
PRINTS BLACK & WHITE
LANDSCAPE
FREE 1/8 PAGE AD TO
BRONZE SPONSORS

- Include in your file name the name of our company and size of ad: ie: CompanyXYZ_full page_NCHEAad

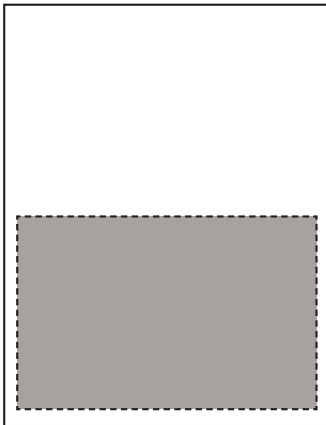


DIRECTORY DISPLAY AD SPECIFICATIONS

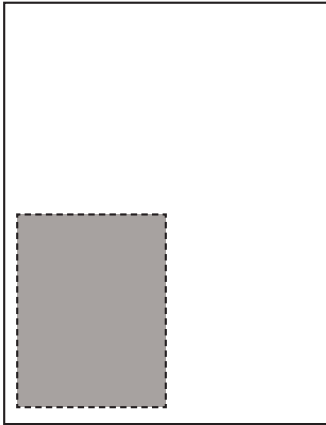
Publication Trim Size: 8"x11"



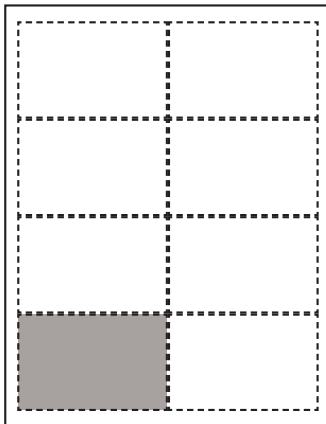
FULL PAGE



1/2 PAGE HORIZONTAL



1/4 PAGE VERTICLE



1/8 PAGE HORIZONTAL

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" x 10.75"	8.25" 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