

# MileHiCon 2016 Display Advertising Guidelines

## Artwork Requirements:

All ads print black ink only except Back Cover.

Resolution: 300dpi

**Required Border:** Ads smaller than Full Page must be bordered on all sides by at least a 1-point line. All text and images must fall within the border. Improperly sized ads will be placed inside a border of proper dimensions and printed as-is.

**Accepted Formats:** Submit artwork electronically as JPG, TIF, PDF\*, AI\*, EPS\* (\*convert fonts to outlines)

## Ad Dimensions:

*Do not use crop marks on ad artwork.*

**Full Page:** 7.5"w X 9.5"h

**Full Bleed** (inside covers and back cover only): 8.5"w X 11"h with 1/8" bleed on all sides), text margin 1/2" all edges

**Half Vertical:** 3.6"w X 9.75"h

**Half Horizontal:** 7.5"w X 4.75"h

**Quarter Square:** 3.6"w X 4.75"h

**Quarter Vertical:** 1.7"w X 9.75"h

**Eighth:** 3.6"w X 2.25"h

**Sixteenth:** 1.7"w X 2.25"h

