

Advertising in the LifeScience Alley® Conference Guide is a great way to maximize your company's exposure and get your name in the hands of hundreds of conference attendees!

Space is limited so RESERVE it today!

Please Contact

The Event Group, Incorporated
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email: marsha.golob@eventshows.com
phone: (763) 548-1307
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RESERVATIONS ARE DUE
SEPTEMBER 9, 2011

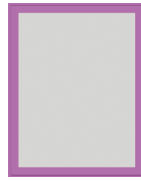
AD MATERIALS ARE DUE
SEPTEMBER 23, 2011



CONFERENCE WEBSITE
LifeScienceAlleyConference.org

CONFERENCE GUIDE ADVERTISING SPECIFICATIONS 2011

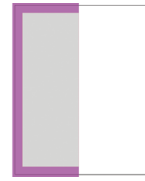
AD SIZES



Full Page
7.5" x 10" Full
8.5" x 11" Trim
8.75" x 11.25" Bleed



Horizontal Half Page
7.5" x 4.875"
8.75" x 5.75" Bleed



Vertical Half Page
3.625" x 10"
4.5" x 11.25" Bleed

TECHNICAL REQUIREMENTS

PREFERRED FILE TYPE



Adobe® Acrobat® Portable Document Format (PDF) files are preferred. PDF files are independent of the platform, operating system, and authoring application. Fonts, images and graphics are contained within the document, thus eliminating the need to send multiple files.

Image Resolution: 300 ppi at 100% of reproduction size

Color Mode: Ad art should be set up to print in black ink only unless a full-color upgrade is purchased. Contact Marsha Golob at The Event Group, Incorporated for pricing.

Embed all fonts. Please note that all fonts used in your ad must be available to Acrobat® Distiller® in order for proper font embedding to occur.

No spot colors are allowed.

FILE TYPES ALSO ACCEPTED



Adobe® InDesign® Documents (*.indd) prepared for commercial printing using black ink only. Four-color process inks (Cyan, Magenta, Yellow, and Black) should be used if a full-color upgrade is purchased. Include all supporting images and font files used. **No spot colors are allowed.**

Raster Graphics (pixel-based ads, photos, illustrations, logos, etc.) should be provided in CMYK color mode, 300 ppi at 100% of reproduction size.

Files which do not follow technical requirements will be subject to rework charges. The advertiser will be contacted with a cost estimate prior to rework being performed.

CONTACT INFORMATION

Send electronic files to

Saint Croix Creative, Inc.
attn: Paul Earney
email: lsa.conference@stcroixcreative.com
phone: (651) 998-0478

Please Copy

The Event Group, Incorporated
attn: Jennifer Pinsch
email: jennifer.pinsch@eventshows.com
phone: (763) 548-1303
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Please include contact information for the producer of the ad.

Contact Saint Croix Creative, Inc. for information regarding ad preparation or rework of existing advertising materials.