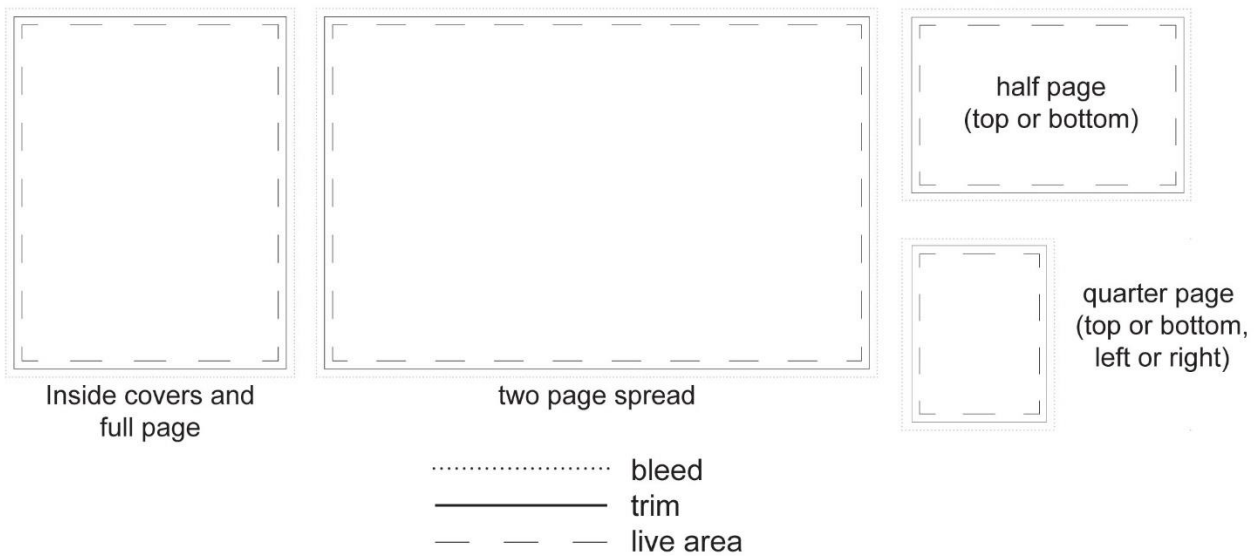


TRB Annual Meeting Program - Advertising Specifications

Artwork must be submitted no later than Friday, November 5, 2021.

TRB AM Program is 8.5”w x 11”h, perfect bound

Ad Placement	Max Live Area	Trim	Bleed
Inside front & back cover	8”w x 10.5”h	8.5”w x 11”h	9”w x 11.5”h
two-page spread	16.5”w x 10.5”h	17”w x 11”h	17.5”w x 11.5”h
full page	8”w x 10.5”h	8.5”w x 11”h	9”w x 11.5”h
half page (horizontal only)	8”w x 5”h	8.5”w x 5.5”h	9”w x 6”h
quarter page	3.75”w x 5”h	4.25”w x 5.5”h	4.75”w x 6”h



- Ad Preparation**
 - **Print-optimized, press-quality PDF files preferred**
 - Alternatively, digital files (Mac or PC) are acceptable in the following programs: Indesign CS, QuarkXPress, Adobe Illustrator CS, or Adobe Photoshop CS.
- Guidelines**
 - **Embed all fonts or convert all type to outlines.**
 - True Type fonts are permissible.
 - Do not use font attributes from the measurement palette, i.e., bold, italic, etc.
 - **Set all color to CMYK.**
 - Set up all images as TIFF, EPS, or PDF.
 - Set bleeds to the measurements listed above.
 - If not submitting a PDF, include all artwork and fonts with the final ad.
 - Make sure images are 300ppi.
- Color Reproduction**
 - For accurate color reproduction please provide a high-end, dot-generated, color digital proof.
 - The accuracy of the color cannot be guaranteed if a color laser or low-res PDF is supplied.
- Ad Submission**
 - Please submit the final ad via email to **rhouston@nas.edu**. Do not compress the file or save it in Zip format.
 - Ad due: No later than November 5, 2021.
 - Contact and Questions: Russell Houston, RHouston@nas.edu, 202-334-3252.
- Cancellation/Refund**
 - Ads may not be cancelled.
 - No refunds.

All advertising in Annual Meeting Printed Program is subject to TRB approval. TRB reserves the right to refuse or reject any advertisement at its sole discretion for any reason.