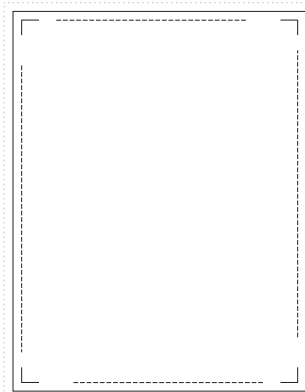


# TRB Annual Meeting Program - Advertising Specifications

Artwork must be submitted no later than Friday, November 4, 2022. TRB

AM Program is 8.5”w x 10.875”h, perfect bound

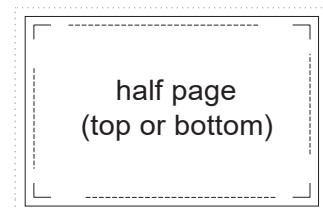
Ad Placement	Max Live Area	Trim	Bleed
Inside front & back cover	8”w x 10.375”h	8.5”w x 10.875”h	9”w x 11.375”h
two-page spread	16.5”w x 10.375”h	17”w x 10.875”h	17.5”w x 11.375”h
full page	8”w x 10.375”h	8.5”w x 10.875”h	9”w x 11.375”h
half page (horizontal only)	8”w x 4.875”h	8.5”w x 5.375”h	9”w x 5.875h
quarter page	3.625”w x 4.875”h	4.125”w x 5.375”h	4.625”w x 5.875”h



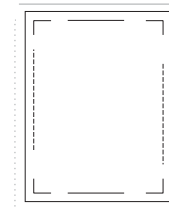
Inside covers and full page



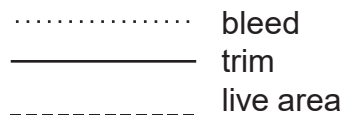
two page spread



half page (top or bottom)



quarter page (top or bottom, left or right)



- 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](mailto:rhouston@nas.edu). Do not compress the file or save it in Zip format.
  - Ad due: No later than November 4, 2022.
  - Contact and Questions: Russell Houston, [RHouston@nas.edu](mailto: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.

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