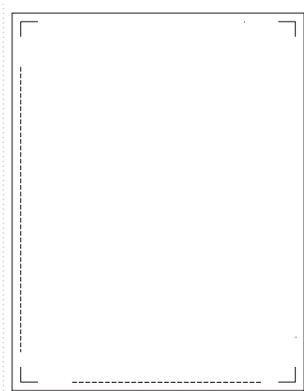


TRB Annual Meeting Program Advertising Specifications

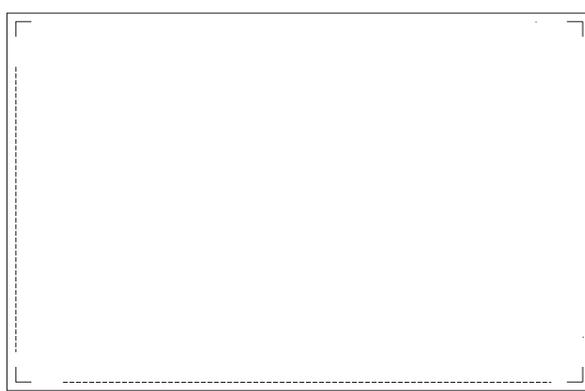
Artwork must be submitted no later than Friday, November 7, 2025.

TRB AM Program is 8.5”w x 11”h perfect (paperback) bound.

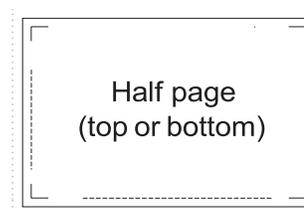
Ad Placement	Max Live Area	Trim	Bleed
Inside front and back cover	8”w x 10.5”h	8.5”w x 11”h	9”w x 11.5”h
Two-page spread	16.5”w x 10.5”h	17”w x 11”h	17.5”w x 11.5”h
Full page	8”w x 10.5”h	8.5”w x 11”h	9”w x 11.5”h
Half page (horizontal only)	8”w x 5”h	8.5”w x 5.5”h	9”w x 6”h
Quarter page	3.625”w x 5”h	4.125”w x 5.5”h	4.625”w x 6”h



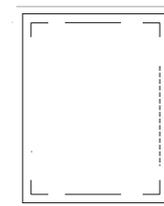
Inside covers and full page



Two-page spread



Half page (top or bottom)



Quarter page (top or bottom, left or right)

bleed
trim
live area

- 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 300dpi.
- 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 7, 2025.
 - Contact and questions: Russell Houston, rhouston@nas.edu, 202-334-3252.
- Cancellation/Refund
 - Ads may not be cancelled.
 - No refunds.

All advertising in the 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.