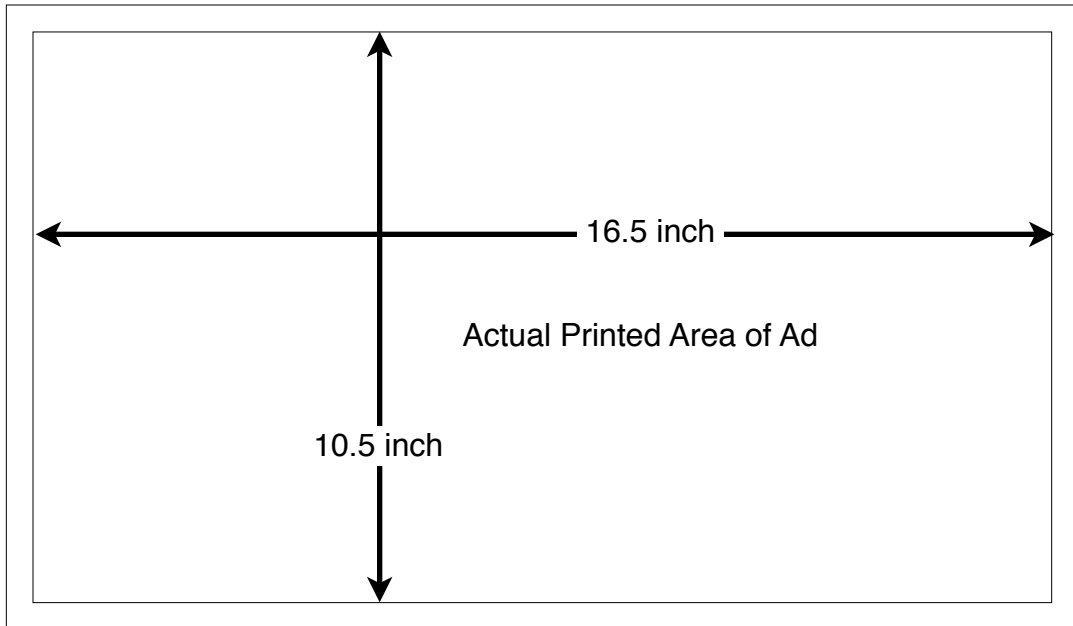
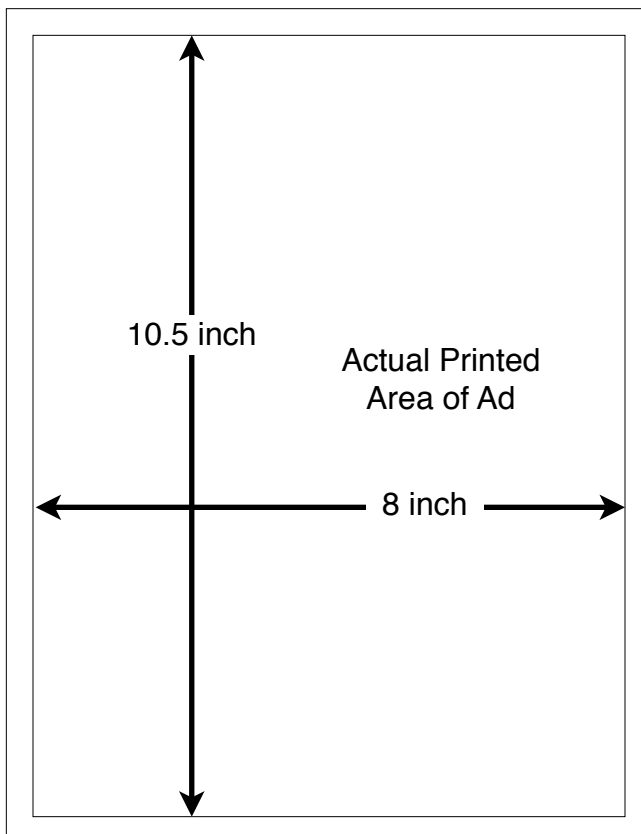


Ad Art Specs for SC MOAA 2013 Conference

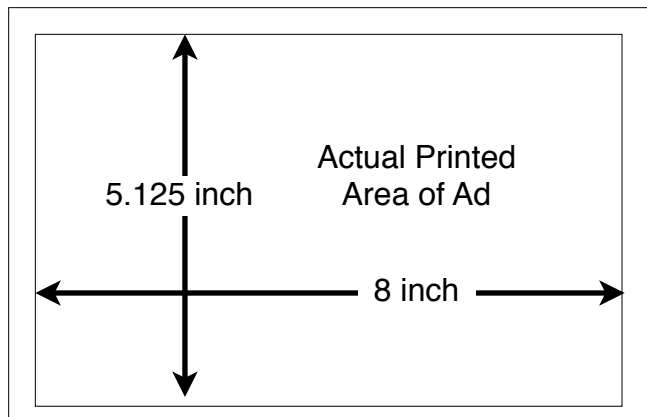
Centerfold Ad - Nominal 17 x 11 inch



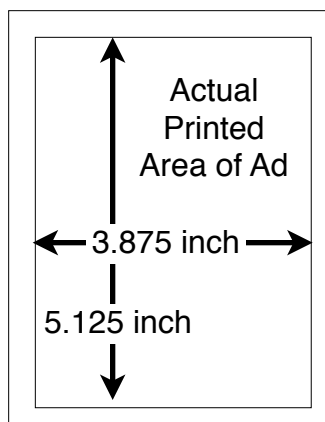
Back Cover, Inside Covers, Inside Ads - Nominal 8.5 x 11 inch



1/2 Page Inside Ads - Nominal 8.5 x 5.5 inch



1/4 Page Inside Ads - Nominal 4.25 x 5.5 inch



Business Card Ads - Nominal 3.5 x 2 inch



Actual
Printed
Area of Ad = Nominal Size

Logo Art for Booklet and Web



Options:

- 1.25 inch png digital file at 300 dpi or greater with transparent alpha around the logo.
- 1.25 inch tiff file at 300 dpi or greater with transparent alpha around the logo
- 1.25 inch jpg file at 300 dpi or greater may be submitted but we cannot guarantee that the background will work well. White backgrounds will work best.
- Any common vector format
- Other professional graphics formats may be submitted.

General Requirements for Booklet Art

- Prefer pdf files for the ad at the specified size with any inclosed bitmapped images at 300 dpi or greater and with the fonts embedded.
- We can help with the ad if you need some basic help as long as the artwork is not too complex and we will do that as a courtesy. We do not have the time to do any complex graphics assistance. We recommend that you find someone in your area that that can help you if you need that kind of help or design work.
- We will not do any color adjustments to your art work other than to convert color files to gray scale. Ads that are specified as B&W can be grayscale.
- We need “camera ready” digital files.
- Artwork may be submitted to newsletter@moaagreenvillesc.info. We will not begin any work on your ad until payment is received.
- We will do whatever we can to work with whatever you submit to us.

If you have questions please contact us at:
newsletter@moaagreenvillesc.info or call us at
864.905.1942