



national
equipment fleet
management
conference

Display Ad Specifications

AD SIZES

¼ pagew 3.625" × h 4.75"

½ pagew 7.5" × h 4.75"

full pagew 7.5" × h 9.75"

full page bleed *.....w 8.5" × h 11.0" *

***Be sure to add a ⅛-inch bleed on all sides to ensure your ad will print correctly.**



AD FORMAT

Ads will be accepted in the following formats:

- High-resolution (300 dpi) TIF or JPG files.
- Press-optimized PDF files with all fonts embedded (NOTE: MSWord does *not* embed fonts.)
- Adobe Illustrator EPS files with all fonts converted to outlines and all links supplied.
- Native Adobe InDesign 5.0 files with all fonts converted to outlines and all links supplied.