

# SCC Ad Specifications

The program guide this year is in full color so design your ads accordingly.



## Deadline for ad submission

SCC must receive full payment of fees along with any necessary artwork and text no later than **July 10th, 2011**.



## Art specifications

PDF - Press optimized, all fonts embedded, all images CMYK color @ 300dpi

TIFF - CMYK color @ 300dpi

JPEG - CMYK color @ 300dpi

EPS - CMYK color @ 300dpi, convert all fonts to paths



Each exhibitor renting at least one booth space may place a free half-page ad in the SCC Program Guide. You can purchase additional ad space.

There will be NO price adjusting to table costs if ads are not in on time.

All non-exhibitors are welcome to purchase ad space for the listed corresponding price.



SCC's Program Guide production staff will design and produce your ad for an additional ad service fee of \$150.00. This includes design and layout of the ad to your specifications and up to 3 minor design changes to the ad. Additional changes will come at a cost of \$25.00 per change. All outside source graphics and photography comes at a cost to the customer.

Feel free to contact me with any questions you may have.  
Lilith Trivison - [kountessa@gmail.com](mailto:kountessa@gmail.com) - 404-695-3090

1/4 PAGE AD

7.5" WIDTH  
2.25" HEIGHT

\$200.00

## SCC Ad Specifications

1/2 PAGE AD

7.5" WIDTH  
4.25" HEIGHT

Option 1  
for vendors free add space

\$300.00

Business Card

3.5" WIDTH  
2" HEIGHT

\$100.00

SCC  
Ad Specifications

1/4 PAGE AD

3.5" WIDTH  
4.75" HEIGHT

\$200.00

1/2 PAGE AD

3.5" WIDTH  
10" HEIGHT

Option 2  
for vendors free add space

\$300.00

# SCC Ad Specifications

## FULL PAGE AD

7.5" WIDTH  
10" HEIGHT

## FULL PAGE BLEED

You may also choose a full page bleed.

Your background may extend to

8.5" X 11

with an extra 1/4 inch of extra background on top of that so we can line up your ad. For a total of 9" X 11.5"

remember to keep all ad information to the 7.5" X 10" To keep your important information from being too close to the magazines edge.

\$500.00