

Pennsylvania Dental Association



PENNSYLVANIA'S DENTAL MEETING

ART SUBMISSION SPECIFICATIONS

Because you've invested time and effort in the creation of your advertisement, we want to assure you that it will look fantastic when reproduced in our publication. To do this, we must receive ads created with certain minimum outputs in mind. While professionals in the publishing industry use many formats, we have historically had the best results using the specifications listed below. Therefore, PDA will not be able to accept ads submitted in any other format. We appreciate your cooperation in meeting the technical specifications, and we look forward to providing you with high-quality results and the best value for your investment.

OUTPUT

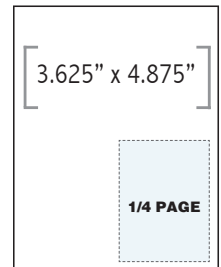
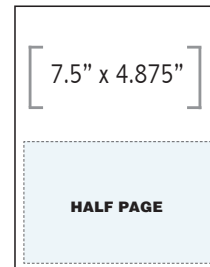
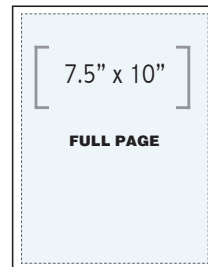
Each ad must be at least 300 DPI with a linescreen (if applicable) between 85 and 150 LPI.

ADDITIONAL NOTES

- Ads may not bleed.
- All ads will print one color, with that color being determined by PDA.
- Ads must be sized appropriately before submission.
- PDA cannot alter your submitted ad in any way.

AD SIZES

- Full Page: 7.5 inches wide x 10 inches tall.
- Half Page: 7.5 inches wide x 4.875 inches tall.
- One-Quarter Page: 3.625 inches wide x 4.875 inches tall.



SUBMITTING YOUR AD

Please forward your ad in accordance with these specs to Natalie Owens at:

PDA, P.O. Box 3341, Harrisburg, PA 17105, or nmo@padental.org.

ACCEPTABLE FORMATS WITH SPECS

ELECTRONIC FILES

- Only .tif, .eps and print-optimized .pdf files will be accepted.
- Change all embedded fonts to paths before submitting an .eps file to PDA.
- Submit files via email or mail on a CD.

CAMERA-READY ARTWORK

- Produce as laser output on high-quality, white paper.
- Line art as well as half-tone or screened ads are acceptable with appropriate output specs.

NEGATIVES

- Must be right reading, emulsion down (RRED).