

# Traditional Roots Herbal Conference

## PROGRAM ADVERTISING RATES & SPECS

**Event date:** May 17–19, 2019

**Ad reservation deadline:** April 2 | **Ad artwork deadline:** April 12

### PREPARING YOUR FILE FOR PRINT

All ads are in full color. **Make sure your ad is designed for CMYK printing.** All design elements need to be 250-300 ppi. Use high-quality and high-resolution photos and logos. Expect images and colors to print darker than they appear on screen. The ad will print on a white background, so your entire ad space should be clearly defined using imagery, color or a border. We will add a border when necessary.

If your ad has bleeds, that means that the ad image will go all the way to the edge of the page. Allow extra space for the bleed, at least 1/4 inch beyond the page margin is strongly recommended. Keep anything you want to be read or seen away from the edges of the ad, by at least a 1/2 inch all the way around.

**We will have YOU redesign your ad if it does not meet these specs.**

Size	Rates	Dimensions	Note
Quarter page	\$100	3.625" x 4.875"	All ads are full color.
Half page	\$150	7.5" x 4.875"	
Full page	\$250	8" x 10.5" (no bleed)	
Full page with bleed (inside front & back pages only)	Sponsors only	8.75" x 11.25" (includes 0.125" bleed)	

### QUESTIONS? CONTACT:

Vanessa Morrow | vmorrow@num.edu | 503.552.1519

**Preferred file format:** High-resolution (300 DPI) CMYK **PDF** at exact dimensions.

All files provided for ads should be final, color-corrected, high resolution (300 dpi) CMYK files. We prefer ads are delivered in PDF file format but will accept JPG, TIF or EPS files as well.

### DELIVERY METHOD

**Under 9 MB:** send via email to vmorrow@num.edu

**Over 9 MB:** send via dropbox.com or hightail.com to vmorrow@num.edu or by CD to: Vanessa Morrow / NUNM, 049 SW Porter Street, Portland, OR 97201

**Disclaimer:** NUNM is not responsible for any errors in your ads.

It is up to you to properly proof and prepare your files for print.

**Thank you for your support.**

**We look forward to working with you!**

