

### **Requirements for Advertisements for CTOTF Conference Book**

1. Ad copy should be a PC graphics file:
  - a) .png
  - b) .bmp
  - c) .jpeg
  - d) .tif
  - e) Pdf is accepted (not preferred) and will be checked to ensure resolution quality
2. Finished sizes are:
  - a) ¼ Page: 3-3/8" wide x 4-3/4" long – Portrait orientation
  - b) ½ Page: 7" wide x 4-3/4" long – Landscape orientation
  - c) Full Page: 7" wide x 9-3/4" long – Portrait orientation
  - d) Each ad should have surrounding white space (white space is 1/4" nominal on all sides) – for example, a half page ad combined with the ¼ inch white space would measure 7-1/2 " x 5-1/4"
3. **Due Date for Spring 2017: No later than March 3, 2017**