

# Advertisement Specifications

## Directory & Buyer's Guide

### Advertisement Specifications

The annual Directory and Buyer's Guide will be printed on 4- or 6-color offset presses using 80 lb. coated paper. All issues will be spiral bound with tabbed dividers for individual sections.

Materials/camera ready artwork deadline is **OCTOBER 10<sup>th</sup>**.

To qualify for the posted advertising rates, artwork must be submitted in one of the following formats:

Ads saved as one complete high-resolution PDF, TIFF or compressed JPEG file that opens/expands to a 300 ppi CMYK file in Adobe Photoshop are acceptable and preferred.

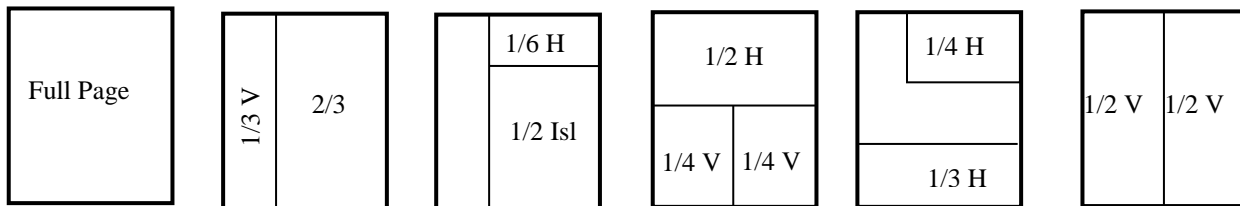
If not supplied as above, ads must be built in one of the following programs, transferable to Mac-based systems:

- QuarkXPress € Adobe Illustrator € Adobe Photoshop € Adobe InDesign
- All fonts and import art must be included along with a proof (color if applicable).
- Files should be provided in black and white, CMYK four-color process, or spot-color converted to CMYK format with 300 ppi TIFF images at 100 percent size. See ad measurements below.
- RGB images will not be accepted. Do not supply web images-they are not printable.
- Files must be ready for production at 170 lines per inch.

No other file formats will be accepted. If files do not meet these guidelines, the files will be returned and/or a file intervention charge will be assessed.

HAA reserves the right to refuse artwork if improperly formatted and sized. No full page bleeds accepted.

### Print Advertising Sizes (not to scale)



### Measurements for Advertising Sizes - Live Area only

Page Size	In Inches	In Pixels	Page Size	In Inches	In Pixels
Full Page	7-3/4 x 10	2325 x 3000	1/3 Vertical	2-1/2 x 10	750 x 3000
2/3 Page	5-1/8 x 10	1537 x 3000	1/3 Horizontal	7-13/16 x 3-5/16	2343 x 993
1/2 Vertical	3-13/16 x 10	1143 x 3000	1/4 Vertical	3-13/16 x 5	1143 x 1500
1/2 Horizontal	7-3/4 x 5	2325 x 1500	1/4 Horizontal	5-1/8 x 3-11/16	1537 x 1106
1/2 Island	5-1/8 x 7-1/2	1537 x 2250	1/6 Horizontal	5-1/8 x 2-1/2	1537 x 750

TAB Advertisers digital ad space	Pixels Height	Pixels Width	dpi
HAABuyersGuide.com rotating display website ad	85	240	72

**Questions** If you have questions regarding the Directory & Buyer's Guide, please contact the Membership & Marketing Department at 713-595-0316.