

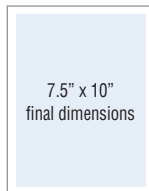
# Program Book Ad Specifications

## FULL-PAGE ADVERTISEMENTS

As a Visionary or Champion level sponsor you are entitled to a full-page message in the program book.

### Full-Page Specifications:

- full-color (cmyk /4c process)
- 7.5" x 10" (vertical)
- no bleeds

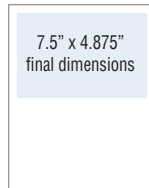


## HALF-PAGE ADVERTISEMENTS

At the Advocate, Mentor or Partner sponsorship levels you are entitled to a half-page message in the program book.

### Half-Page Specifications:

- full-color (cmyk /4c process)
- 7.5" x 4.875" (horizontal)
- no bleeds

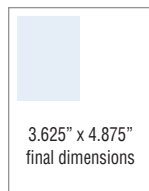


## QUARTER-PAGE ADVERTISEMENTS

At the Community Builder or Stakeholder sponsorship levels you are entitled to a quarter-page message in the program book.

### Quarter-Page Specifications:

- full-color (cmyk /4c process)
- 3.625" x 4.875" (vertical)
- no bleeds

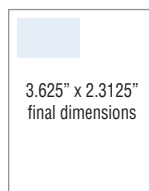


## EIGHTH-PAGE ADVERTISEMENTS

At the Supporter or Contributor sponsorship levels you are entitled to an eighth-page message in the program book.

### Eighth-Page Specifications:

- full-color (cmyk /4c process)
- 3.625" x 2.3125" (horizontal)
- no bleeds



## ACCEPTABLE FILE FORMATS FOR ADS

- PDF (Press-ready with all fonts and high resolution images embedded)
- Illustrator CS6: EPS Files (Fonts outlined and include any linked images)
- TIFF, JPEG and Photoshop EPS files.

All files must be 300 dpi at full scale. All color must be CMYK/4c process. Any Duotone, RGB, Lab, Pantone spot or indexed colors will be converted if necessary. Color may shift when converted.

## UNACCEPTABLE FILE FORMATS FOR ADS

We cannot accept files from the following programs: Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, Pagemaker, Corel Draw, nor can we use PDF files created from those programs.

### See list above for the acceptable file formats.

Artwork that does not adhere to these specifications will not be considered print ready. We cannot be held responsible for ads not produced to our digital specifications.

## ARTWORK DEADLINE Friday, November 20, 2020

E-mail electronic files to: [info@housingalliancepa.org](mailto:info@housingalliancepa.org)

Please send files larger than 10Mb via [www.hightail.com](http://www.hightail.com), [www.dropbox.com](http://www.dropbox.com) or other file transfer site.

## SPONSOR LOGOS

Sponsor logos may be used in both print and online, so it would be preferable to provide a vector (Illustrator EPS) file format, however, high-resolution (300 dpi) TIFF, EPS, JPEG or PDF files may also be used. Duotone, Lab, Pantone® spot or indexed colors will be converted to CMYK or RGB as needed.

**For questions regarding artwork, contact the Housing Alliance at [info@housingalliancepa.org](mailto:info@housingalliancepa.org) or 215-576-7044.**

■ VIRTUAL EVENT ■  
**JANUARY 12-14, 2021**

Presented by the  
**HOUSING ALLIANCE  
OF PENNSYLVANIA**