

# MATERIAL SPECIFICATIONS

Daily Bulletin

Half Page Ad



## Deliverables Needed

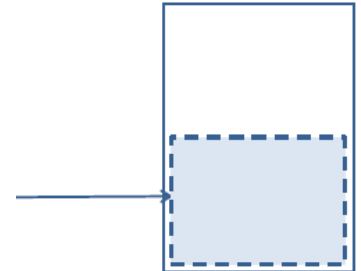
Due: October 18

- **Custom Ad Artwork; Ad size: 10" wide x 6.875" high**

- Artwork should be provided in a high-resolution PDF format
- Daily Bulletin is printed using offset printing method. When using the color black (K), always default to the following CMYK color combination: C=0, M=0, Y=0, K=100.

**Registration black must not be used.**

- PDF compatibility must be set for "Acrobat 5 (PDF 1.4)".
- Keep live matter at least 0.25" inside final trim.
- **Color space:** Grayscale and CMYK are acceptable. All Pantone colors must be converted to CMYK in the original page layout program before generating the PDF.
- All fonts and graphics must be embedded in the PDF. If possible, please outline all fonts before generating the PDF.
- All lines and line art should be a minimum of 0.25 point thickness at final size to reproduce effectively on press.
- All transparency must be flattened in the final page file before generating a PDF.
- We may request a revised file if OPI comments and/or ICC profiles are found in your PDF.
- Files are not to be trapped or prescreened. Be sure all white text is set to knockout in the original layout program before generating the PDF.
- Do not merge multiple PDF files into a single PDF.
- If your PDF is generated from Adobe Illustrator, be aware there could be issues at press. In that case, you will be required to submit an EPS file.



## Submission Instructions

Send all deliverables before or by the due date listed above to the RSNA sponsorship team at [sponsors@rsna.org](mailto:sponsors@rsna.org).

- Files should be saved using the following naming convention: *advertiser name-ad title DB-Issue Day(s)*
- You are permitted to use a different creative for each issue (up to 5 in total).

## Questions

Please direct any questions to the RSNA sponsorship team at the email address listed above.