Deliverables Needed

Due: October 15

- Custom Ad Artwork
  - Artwork should be provided in a high-resolution PDF format
  - PDF compatibility must be set for "Acrobat 5 (PDF 1.4)".
  - Keep live matter at least .25" inside final trim. Crossover type should be .125" away from gutter on each side.
  - **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 to the RSNA sponsorship team
at sponsors@rsna.org.

- Files should be saved using the following naming convention: *advertiser name-ad title-TEG*

Questions

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

Trim: 7.5" wide x 4.375" high

HORIZONTAL