

# MATERIAL SPECIFICATIONS

## TE Guide

### Quarter Page Ads



#### 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](mailto: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: 3.9167" wide x 5.375" high

