

MATERIAL SPECIFICATIONS

TE Guide

Full Page and Cover Ads



Deliverables Needed

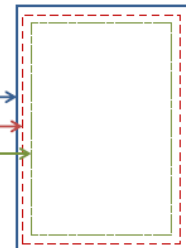
Due: October 15

- 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.
 - **For full-page bleeds:** Bleed elements must extend beyond the page by 0.125" on the trim sides with crop marks. Allow a 0.50" space on all sides of the live page to accommodate the bleed.
 - **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.

Bleed: 8.75" wide x 11.25" high

Trim: 8.5" wide x 11" high

Live: 7.5" wide x 10" high



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.