

MATERIAL SPECIFICATIONS

Daily Bulletin

Quarter Page Ad



Deliverables Needed

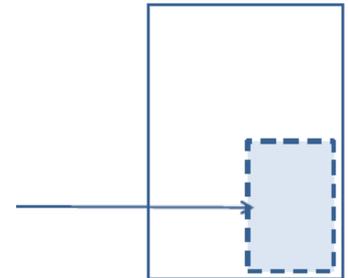
Due: October 18

- **Custom Ad Artwork; Ad size: 4.9167” wide x 7” 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.

- 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.