

# DirectEmployers 2015 Annual Meeting & Conference

Indianapolis, IN • May 13 – 15, 2015  
Sheraton Indianapolis City Centre Hotel

## DEAM15 SPECS

### Program Book Ad Specs

The 8.5" x 11" program book will be digitally printed in full CMYK color process.

#### Ad Sizes

Below are the criteria you should use when designing your ad (all measurements are width x height):

Full	7.5" x 9.5"
Half	7.5" x 4.5"
Quarter	3.5" x 4.5"

#### Bleed

Ads **will not** bleed and will be placed with a 1 point black border.

#### Resolution

Please send only high resolution images (.pdf, .jpg, or similar), 300 dpi at 100% of the size

### Logo Requirements

Underwriter logos will be displayed in the program book and on the website (sized to accommodate the space).

#### File Type

Vector files (.eps or .ai)  
Adobe Illustrator CS5 or lower

### File Delivery

**Please deliver all artwork to:**

Amanda Spagnuolo  
Amanda@DirectEmployers.org

Please include the following subject lines:

- Ads: "DEAM15 Ad: [Your Company]"
- Logos: "DEAM15 Logo: [Your Company]"

*Amanda will respond via email to confirm the receipt of your file, usually the same day. If email delivery is unsuccessful, please call 317.874.9004 to arrange an alternate method for delivery.*

#### CHECK LIST

- All fonts must be embedded, converted to outlines or supplied** for proper output of your file.
- All photos and graphics must be 300 dpi resolution.** Enlarging images to have an effective resolution of lower than 300 dpi will result in loss of quality; no web images.
- All colors must be CMYK process.** Convert all Pantone spot colors or RGB colors to CMYK.