

# NAFSA DISPLAY ADVERTISEMENT

1.



With Bleed



Without Bleed

## Ad sizes for: Registration Brochure and Conference Program

- Final publication trim size is 8.375 (width) x 10.875 inches (height)
- Please make sure all text is .25 inches away from the trim on all sides of the ad

## Advertisement Format:

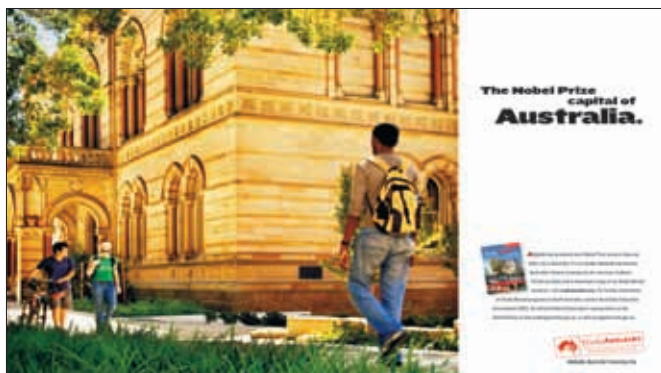
Please submit your advertisement in one of the following formats:

- QuarkXpress
- Adobe Illustrator
- Photoshop
- InDesign
- PDF (high resolution: 300 dpi)

## Important Information:

- All picture images supplied or embedded into files must be CMYK and 300 dpi for optimum quality.
- All picture images supplied or embedded into files should be TIFF or EPS format.
- All fonts should be supplied with the ad.
- A laser-proof of the finished ad is recommended.

2.



## 1. FULL-PAGE AD

- 8.375 (width) x 10.875 inches (height)
- Add an additional .25 inches to all four sides for bleed.

## 2. DOUBLE-PAGE AD

- 16.75 (width) x 10.875 inches (height)
- Add an additional .25 inches to all four sides for bleed.
- Please allow for the gutter on all spread advertisements; if possible, supply as two split pages with bleed to give overlap for gutter.

## 3. HALF-PAGE AD

- 7.375 (width) x 4.750 inches (height)

## Ad size for: Pocket Planner

- Final publication trim size is 4 inches (width) x 8.5 inches (height)
- Please make sure all text is .25 inches away from the trim on all sides of the ad

## Supplying Your Advertisement:

- CD via FedEx/UPS  
Mail the CD to:  
Attn: Karen Gunnels  
Director of Client Development  
50 E-Business Way, Suite 300  
Cincinnati, OH 45241
- E-mail zipped/stuffed files to Karen Gunnels at kgunnels@hobsons-us.com
- FTP Site – Please be sure to notify Karen Gunnels when a file is on the FTP site and include the file name(s).

3.



Two half-page ads displayed as they will appear in the printed publication

4.



## 4. FULL-PAGE AD

- 4 inches (width) x 8.5 inches (height)
- Add an additional .25 inches to all four sides for bleed.

**Please note:** We will only make necessary grammatical corrections if needed. Please review the information prior to sending it to Hobsons. You will receive a completed page proof to approve.

## PC USERS:

- You may use either Mozilla Firefox or Internet Explorer as your Web browser
- Go to: ftp://transfer.collegeview.com
- You may be automatically prompted to enter in the login information. (For Internet Explorer users, you may have to go to File - click "Login As...")
  - User ID: hobsons
  - Password: hob639
- Place materials in the Incoming folder

## MAC USERS:

- You will need an FTP client. You can download a free 15-day trial version at <http://fetchsoftworks.com>
- Go to ftp://transfer.collegeview.com
  - User ID: hobsons
  - Password: hob639
- Place materials in the Incoming folder