



2017 National Conference Program Advertising Guidelines & Terms

General Specifications

- Program trim size is 8.375" x 10.875"
- Bleed: full page only (no extra charge)
- Half-tones/photographs: 133- to 150-line screen (lpi) with 266 to 300 dots per inch (dpi).
- Electronic submissions are preferred. Please provide artwork formatted as a high resolution (300 dpi or higher) Adobe Acrobat PDF compatible with Macintosh 9.2 system requirements. When creating a PDF, please "include all fonts."
- Artwork not submitted as a PDF must be sent in a high resolution (300 dpi or higher) EPS, TIFF, or JPEG format compatible with Macintosh 9.2 system requirements. If submitting an EPS, please include all supporting elements (screen and printer fonts, logos, photos, clip art, etc.). Provide a paper laser, inkjet, or color proof with colors indicated for any format submitted.
- Artwork must be submitted in CMYK (four-color process colors). RGB or PMS spot colors must be converted to CMYK.
- Half-tones/photographs: 150-line screen (lpi) with 300 dots per inch (dpi). Photographs made for Web pages at a lower resolution (less than 300 dpi) will not be accepted. If photographs are taken with a digital camera, settings must be on the maximum resolution allowed for the camera (eg. 3x, 4x, 5x) for printing purposes.
- Artwork will NOT be accepted in Quicktime, Microsoft Publisher, or word-processing programs such as Microsoft Word. Artwork made for Web pages at a lower resolution will not be accepted.
- If submitting art by e-mail, send to Success2017@cwla.org. Be sure to include a low resolution PDF for position/proof only. If e-mail is unavailable, a CD or Zip drive formatted for Macintosh, shipped via U.S. mail or other shipper, will be accepted and must be accompanied by a paper color proof or laser printout with colors indicated.

General Terms

The following terms apply to program advertising for all CWLA conferences, unless superceded by specific terms for the particular conference.

Terms

No cancellations are accepted after the reservation date. All cancellations must be received in writing.

- Cover orders may not be cancelled.
- Payment is due 30 days from date of invoice; 1.5% interest per month thereafter.
- Advertisers and/or agencies, jointly and severally, agree to indemnify and hold CWLA harmless from and against any loss, liability, or expense arising out of copying, printing, or publishing advertisements.
- All advertising is subject to approval by publisher. The word "advertisement" will be placed on all ads.
- CWLA reserves the right to reject advertising.