



## 2020 Conference: 100<sup>th</sup> Anniversary Year Advertising Guidelines & Terms

### General Specifications – Printed Program

- Program trim size is 8.5” x 11”
- 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.).
- Artwork must be submitted in CMYK (four-color process) or RGB format. 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 or a cell phone, settings must be on the maximum resolution allowed for the camera (eg. 3x, 4x, 5x) for printing purposes.
- Artwork will NOT be accepted from word-processing programs such as, Microsoft Word, or Microsoft Publisher. Artwork made for Web pages at a lower resolution will not be accepted.
- Submit art by e-mail to [CWLA2020@cwla.org](mailto:CWLA2020@cwla.org).

### General Specifications – App Banner Ads

- 640 x 150 pixels
- PNG, JPEG, and GIF images only
- Submit art by e-mail to [CWLA2020@cwla.org](mailto:CWLA2020@cwla.org).

### Terms

No cancellations are accepted after February 28, 2020. All cancellations and requests for refunds must be received in writing at [CWLA2019@cwla.org](mailto:CWLA2019@cwla.org) and are subject to a service charge. If cancellation is received by February 7, 2020, a refund will be issued, minus a service charge of \$75.

- Program 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.