

Conference Workbook File Specifications

(Cover, Tab, Display Ad and Logo Artwork)

When preparing files for submissions, use the guidelines listed below. If you encounter difficulty preparing your digital ad for output, please do not hesitate to contact IEG's production department toll free at 800/834-4850. Outside the U.S. and Canada, call 312/944-1727. You also may e-mail your questions to adv@sponsorship.com

Mechanical Requirements

File Format: For quality-control purposes, only the following file formats are accepted:

- QuarkXPress; Illustrator; Photoshop; InDesign
- EPS files created from native applications are preferred with type converted to outlines

Document Setup: The ad's file dimensions should match final printed dimensions specified in this document.

Images and Resolutions:

- Color and Grayscale (TIFF) - 400dpi
- B&W Line art (Bitmap TIFF) - 1200dpi

Fonts: Convert fonts to outlines, and send font files with artwork. TrueType fonts will not be accepted.

Proof: Include a high-resolution laser proof with your ad on a CD. Without a proof, IEG cannot be responsible for ad reproduction quality. If you e-mail your ad to adv@sponsorship.com, include a PDF soft proof. Media will not be returned.

Submit Artwork

Post: IEG
640 North LaSalle, Suite 450
Chicago, IL 60654

For Cover/Tab Ads: Please mail a CD with the files and a color laser proof. Without a proof, IEG cannot be responsible for ad reproduction quality.

For Display Ads/Logos: Please mail a CD with files and a color laser proof, if ad is intended to be printed in color.

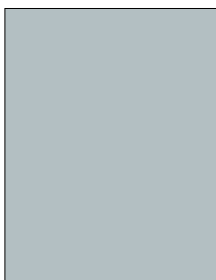
E-mail: adv@sponsorship.com

If e-mailing your ad: Please include a PDF soft proof, and e-mail a laser proof to the above address. We cannot accept files sizes over 25 MB.

Questions: Please call us at 800/834-4850 (outside the U.S. and Canada, call 312/944-1727); Fax: 312/458-7111

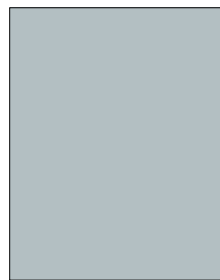
IEG Sponsorship Conference Workbook

Cover



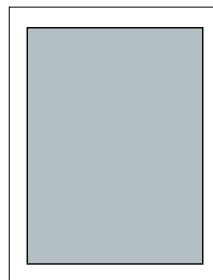
Size: 5 3/4" x 8 1/2"
Bleed: 6" x 8 3/4"

Tab Divider



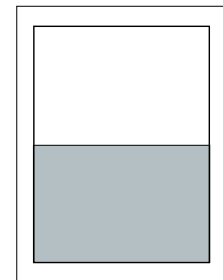
Size: 5 1/2" x 8 1/2"
Bleed: 5 3/4" x 8 3/4"

Full Page



Size: 5 1/2" x 8 1/2"
Bleed: 5 3/4" x 8 3/4"

1/2 Page



Size: 4 3/8" x 3 5/8"

Page bleed note: **Safety:** 3/8" on binding edge

