

So you want to buy an ad for the **NORWESCON PROGRAM**

Ads come in three sizes: **Full Page**, **Half Page**, and **Quarter Page**.

Half Page ads can be **horizontal** or **vertical**.

Quarter Page ads are **vertical only**.

Artwork must be 300 dpi and in a CMYK color space.

Non-vector graphics originally designed for web and simply “blown-up”, may look fuzzy or pixelated.

If you don’t know what these terms mean, please contact us or a graphic designer for guidance. We want your ad to look as good as possible!

We suggest clean, easy to read graphics; less is usually more.

We suggest **promoting one idea or concept**, especially in smaller ads.

We suggest **urls be appropriate for print** to make them easier to read, not cut and pasted from your browser.

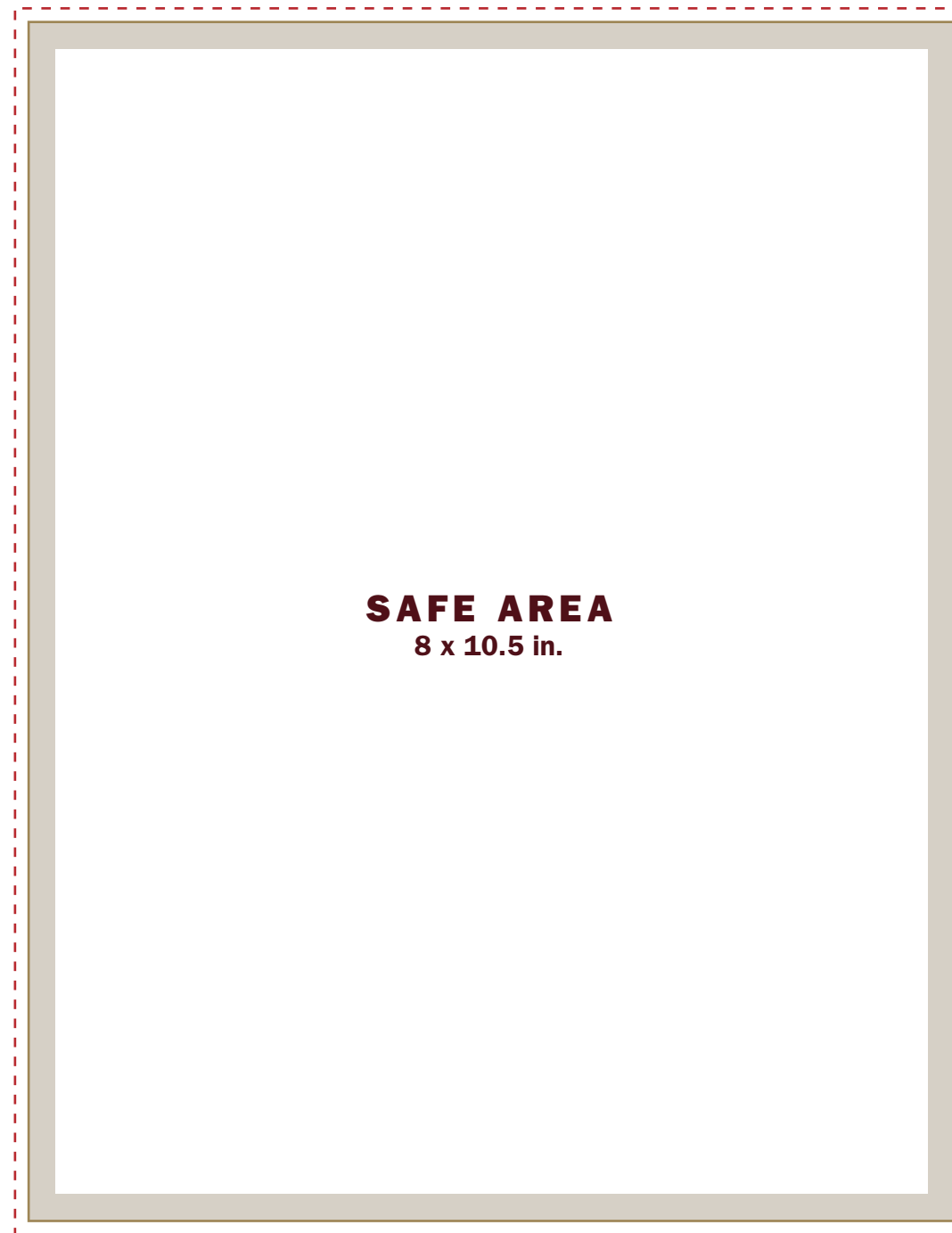
For example,

<http://www.norwescon.org/>

is not nearly as readable in print as

[norwescon.org](http://www.norwescon.org)

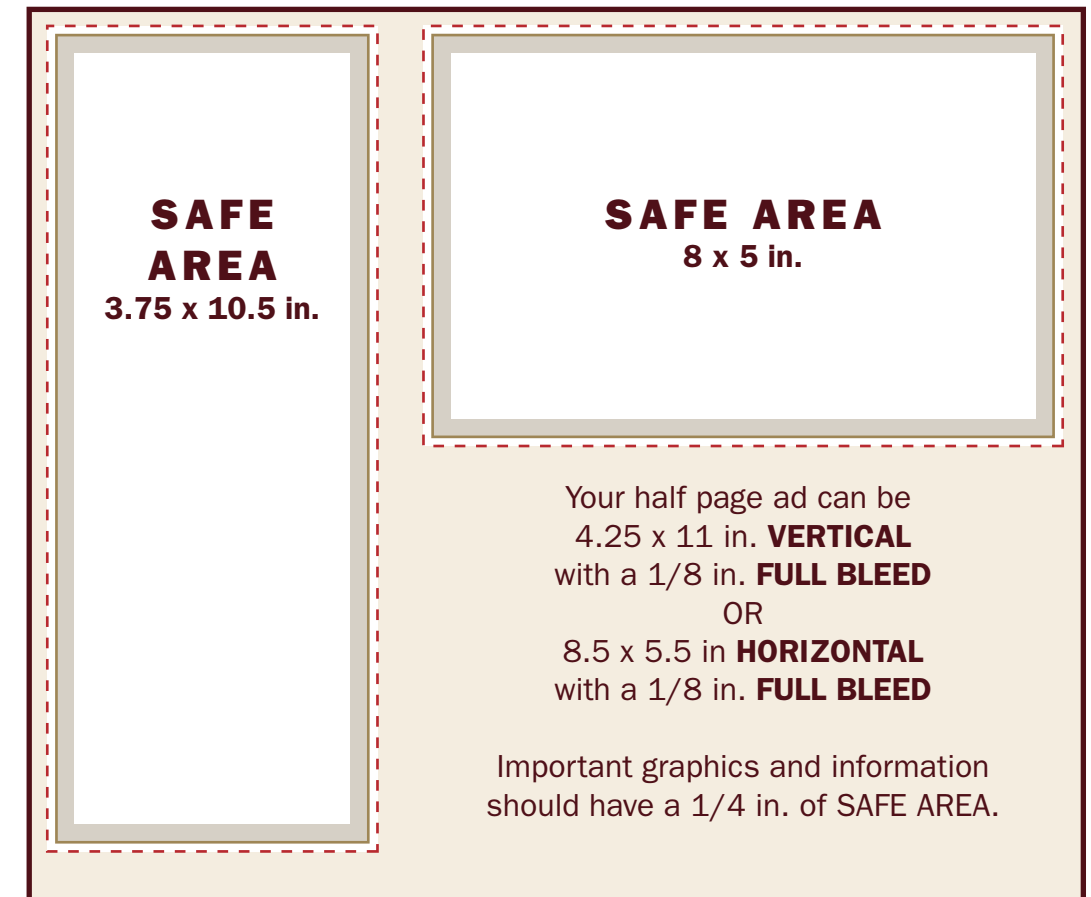
FULL PAGE



Your full page ad should be 8.5 x 11 in. with a 1/8 in. **FULL BLEED**

Important graphics and information should have a 1/4 in. of **SAFE AREA**.

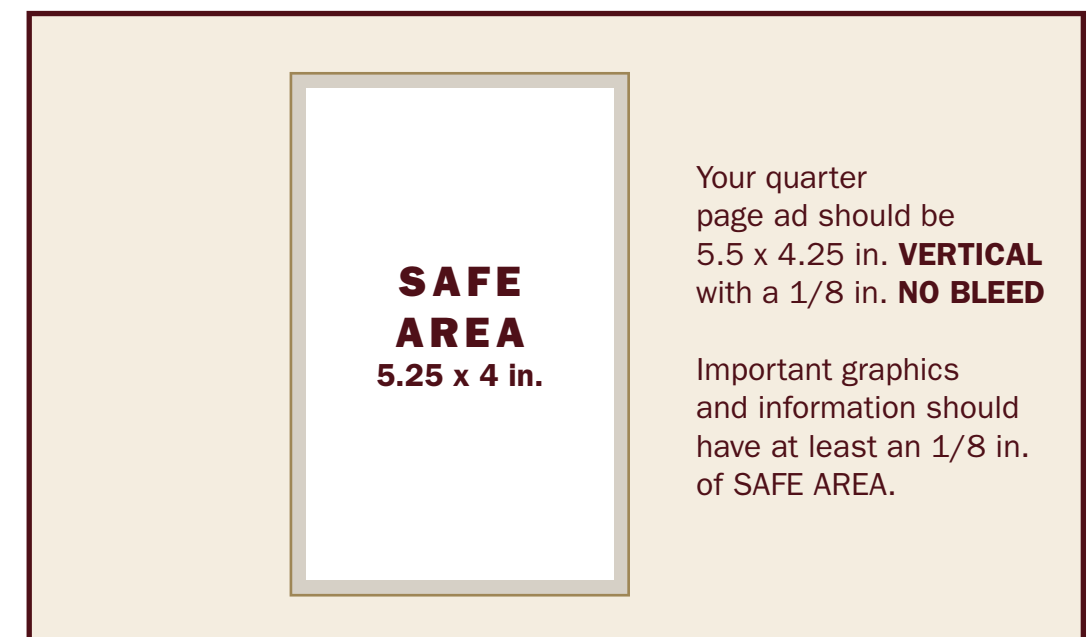
HALF PAGE



Your half page ad can be 4.25 x 11 in. **VERTICAL** with a 1/8 in. **FULL BLEED** OR 8.5 x 5.5 in **HORIZONTAL** with a 1/8 in. **FULL BLEED**

Important graphics and information should have a 1/4 in. of **SAFE AREA**.

QUARTER PAGE



Your quarter page ad should be 5.5 x 4.25 in. **VERTICAL** with a 1/8 in. **NO BLEED**

Important graphics and information should have at least an 1/8 in. of **SAFE AREA**.