

# AD SPEC SHEET

## for FPC Seminar + Expo 2024 Program Guide

**Deadline for Art Submission, Wednesday, August 7, 2024**

### Full page color ad

**BLEED:**

Add a required 1/8" bleed on all sides of ad,  
*making the actual file dimensions:*  
**7.75" w X 10" h**

**Full page ad (Trim Size):**

**7.5" w X 9.75" h**

**TITLE SAFE AREA:**

To ensure that the important elements of your ad -- logos, headers, text, contact info, etc.-- do not get cut off, they must be placed within the "title safe" area of your ad, within these dimensions centered in the ad:  
**7" w X 9.25" h**

### Half page color ad

**BLEED:**

**7.75" w X 5" h**

**Half page ad (Trim Size):**

**7.5" w X 4.75" h**

**TITLE SAFE AREA:**

**7" w X 4.25" h**

 Formats: pdf, jpg, tif

 240 dpi minimum

 Fonts embedded, or converted to outline.

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For art submission and questions,  
please email [jeff@latconferenceservices.com](mailto:jeff@latconferenceservices.com)