CYBER SECURITY SUMMIT

cybersecuritysummit.org

ADVERTISING
SPECIFICATIONS

Advertising for the Cyber Security Summit Guide must adhere to these specifications in order to ensure proper reproduction in printed and online materials.

PDF/X-1a or PDF/X-4 format files preferred. Please follow the requirements below:

☑ Image resolution of graphics placed into the document must be at least 300 dpi at 100% of print size.

☑ CMYK or RGB colors only. Spot/Pantone colors will be converted to CMYK which cannot guarantee color match.

☑ SAFE MARGINS! Text and graphics need to be a minimum of 1/2" from the trim edges. *(This is called the "safe area" and allows for shifting variances during printing.)*

The **printed** Summit Guide **does not bleed** off the page and is printed with a .25" white border on outside edges.
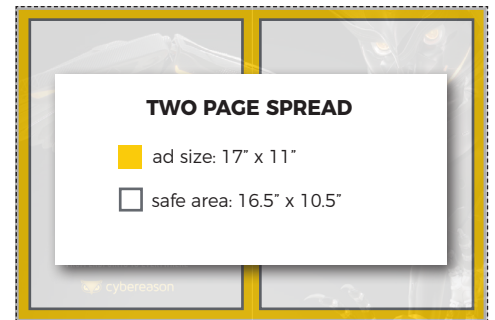
Full Page Display Ad
Ad size: **8.5" width x 11" height**. Keep text at least 1/2" from the edges.
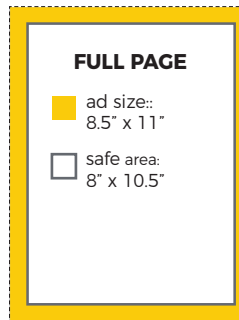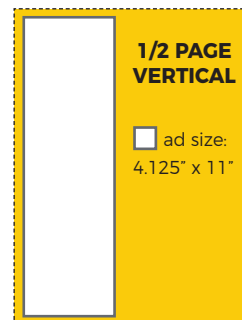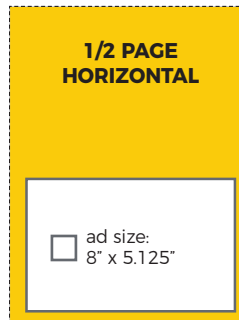
Two-Page Spread Display Ad
Ad size: **17" width x 11" height**. Keep text at least 1/2" from the edges and gutter.

Half Page Display Ad (horizontal)
Ad size: **8" width x 5.125" height**. Ad does **not** extend to edge of page. Keep text at least 1/4" from the edges.

Half Page Display Ad (vertical)
Ad size: **4.125" width x 11" height**. Ad can extend to edge of page (online), however please keep text at least 1/2" from the edges.

Full Page Article
Ad size: **8.5" width x 11" height**. Provide up to 650 words, logo, *optional* headline and headshot and we will design in our template. You can also provide a print ready PDF with these elements.

Online Banner Ad
Ad size: **728 pixels width x 90 pixels height**. Keep file sizes below 600k at 72 ppi.

FULL PAGE
☐ ad size:: 8.5" x 11"
☐ safe area: 8" x 10.5"

TWO PAGE SPREAD
☐ ad size: 17" x 11"
☐ safe area: 16.5" x 10.5"

1/2 PAGE HORIZONTAL
☐ ad size: 8" x 5.125"

1/2 PAGE VERTICAL
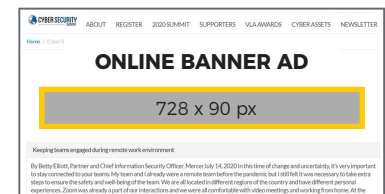☐ ad size: 4.125" x 11"

The Summit Guide is also available as an **online PDF.**

In this version, ads can extend to the edge of the page, with the exception of the 1/2H size.

ONLINE BANNER AD
728 x 90 px

Questions?

If you have any questions about your advertising placement or formatting, please contact: jennifer.churchill@ecybersecuritysummit.org