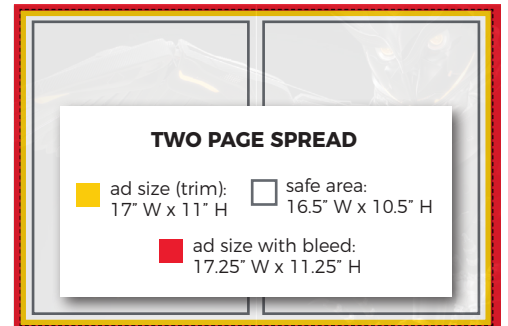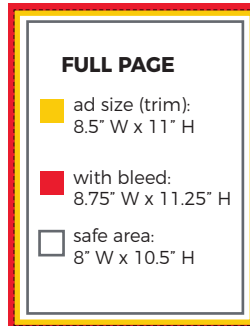Advertising for the Cyber Security Summit Guide must adhere to these specifications in order to ensure proper reproduction in printed and online materials.

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.

☑ Full page and two-page spread ads require an **additional** .125" bleed on all sides. (Bleed is the extra .125" that runs off the page and gets trimmed to allow for shifting variances during printing.)

☑ 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.)
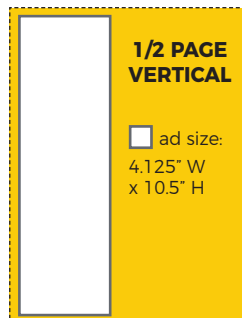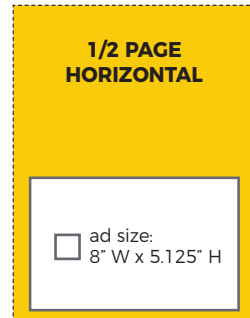
Full Page Display Ad
Ad size: **8.5" width x 11" height**. Keep text at least 1/2" from the edges. Include an additional .125" bleed on all sides for a final PDF size of 8.75" W x 11.25" H.

Two-Page Spread Display Ad
Ad size: **17" width x 11" height**. Include an additional .125" bleed on all sides for a final PDF size of 17.25" W x 11.25" H.
Do not run text or graphics into the gutter (center of the spread).
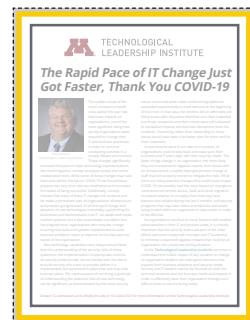
Half Page Display Ad (horizontal)
Ad size: **8" width x 5.125" height**. Ad does **not** extend to edge of page. Keep text at least 1/4" from the edges.

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 a print-ready PDF (same specs as full-page ad) with these elements: up to 650 words, logo, headline optional headshot and website URL link.

FULL PAGE
- ad size (trim): 8.5" W x 11" H
- with bleed: 8.75" W x 11.25" H
- safe area: 8" W x 10.5" H

TWO PAGE SPREAD
- ad size (trim): 17" W x 11" H
- safe area: 16.5" W x 10.5" H
- ad size with bleed: 17.25" W x 11.25" H

1/2 PAGE HORIZONTAL
- ad size: 8" W x 5.125" H

1/2 PAGE VERTICAL
- ad size: 4.125" W x 10.5" H

TECHNOLOGICAL LEADERSHIP INSTITUTE
The Rapid Pace of IT Change Just Got Faster, Thank You COVID-19

Upload Ads

Make sure to check bleeds, safe areas and colors have been converted to CMYK. Click the button to upload your ad(s) directly to our online ad portal at https://spaces.hightail.com/uplink/cbm.

UPLOAD