

# ALISE 2013 Annual Meeting Reproduction Requirements and Design Guide



**ALISE '13**

**Always the Beautiful Question:**  
Inquiry Supporting Teaching,  
Research, & Professional Practice  
January 22–25, 2013 • Seattle, Washington

ALISE's annual meeting publication is produced in an all-digital workflow. Advertisers must submit their ad material in a digital format by **December 17, 2012**. We recommend you submit electronic files one week prior to the published material deadline. Email an attached file to [Elizabeth Rodriguez](mailto:Elizabeth.Rodriguez@alisonline.org). MLA can accept files up to 10MB in size.

## Preferred file formats

We prefer you submit your art as a high-resolution PDF.

## Spot Colors

All spot colors and RGB **must be converted to CMYK** before sending to MLA.

## Resolution

All files and embedded artwork **must be at least 300 dpi**.

## Bleed

Add 10% to rates. Bleeds must be specified on insertion order form. All bleeds must be included in the file. Bleeds should not exceed ¼ inch past trim size. All cover ads bleed.

## File names

Be sure to use lowercase, alpha-numeric characters when naming your files. (Avoid symbol characters, spaces, and most punctuation marks. It is okay to use the period, underscore, and hyphen.) Make sure to label each file with your company name as part of the file name followed by underscore and the name of the publication it is being submitted for and the correct extension. Example:  
yourcompany\_alise2013program.pdf

Ad location	Size
Trim size	8.5" wide x 11" deep
Full page	8" wide x 10.5" deep
Full-page bleed	8.75" wide x 11.25" deep
Half page	8" wide x 5" deep
Quarter page	3.75" wide x 5" deep