



# Performing Arts Exchange Advertisement Specifications and Information

## Print Advertising Specifications and Submission Information

- Please send electronic files for artwork. South Arts will handle production and installation as required
- Electronic files are due by 5:00 p.m. ET, Friday, July 28, 2017
- Accepted file formats: Press ready PDF, EPS or JPG
- Files should be provided at or above our minimum resolution requirement of 300 dpi with trim size set if applicable
- Email your artwork to [robin.doyon@mindspring.com](mailto:robin.doyon@mindspring.com)

## PREMIUM PLACEMENT FULL PAGE

*(Inside front cover, inside rear cover, outside rear cover)*

- 6” wide x 9” tall trim size
- Full color
- 1/8” bleed
- Our spiral binding will impact some of your design. For the inside front cover or outside rear cover, please do not place any vital content within ¼” of the right edge. For the inside rear cover, please do not place any vital content within ¼” of the left edge.

## INTERIOR FULL PAGE

- 4.5” wide x 7.5” tall
- Either full color or black and white, depending upon agreement
- No bleed

## HALF PAGE

- 4.5” wide x 3.75” tall
- Black and white only
- No bleed

