

Thank for sponsoring this American Society of Civil Engineers Conference. The following guidelines will assist you with creating your advertisement to meet our printing specifications.

Please contact Sean Scully at sscully@asce.org if you require assistance.

Thanks!

Mark Gable
Sr. Conference Manager

Production Notes

Ads should be provided as a hi-res JPG or provided as a PDF file.

- All fonts must be embedded in the ad.
- All images must be converted to CMYK.
- The color space (inks colors) must be CMYK (no spot colors, RGB, LAB, or ICC color profiles) before generating the PDF.
- Output should be at 300 DPI

Please see the following pages for ad dimensions.

3 7/8 x 5 1/8 - quarter page ad, no bleeds

5 1/8 x 8 inches – half page ad, no bleeds

5 1/2 x 8 3/4 inches – half page ad, with bleed
(this allows 1/8 inch bleed, and 1/4 inch below the mid point of the page)

RECOMMENDED ONLY FOR USE ON A PAGE WITH TEXT FROM THE PROGRAM

8 x 10 1/2 inches – full page ad, no bleeds

8 3/4 x 11 1/4 inches - full page ad, with bleeds
(1/8 inch bleed all the way around added to page size)

trim size - 8 1/2 x 11