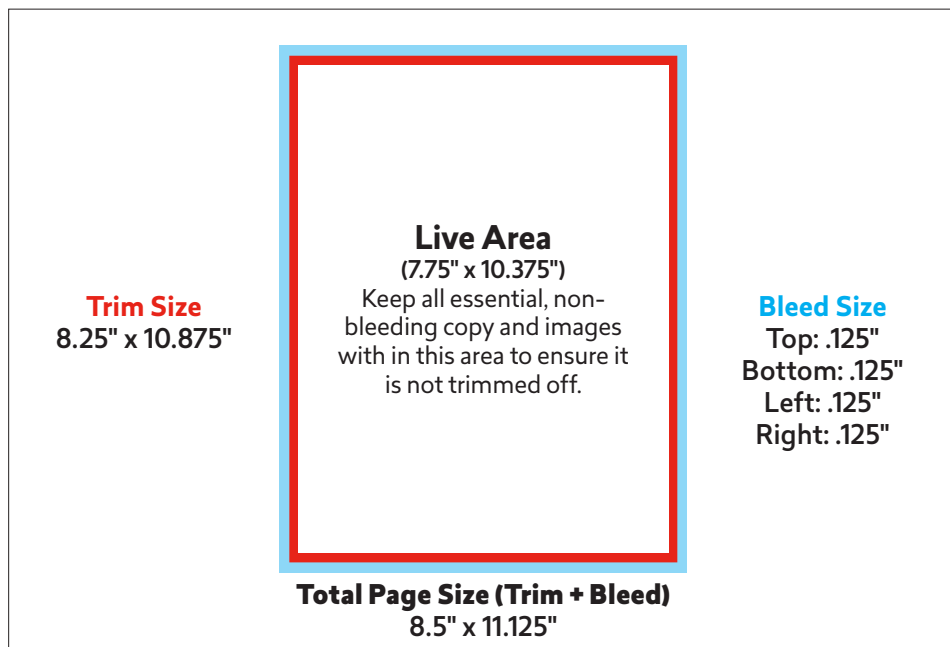# AWCImedia
Display Ad Preparation

Preparing Ad

The following guidelines are to be followed to ensure your ad prints as intended.

✓ Setup a full-page ad to a trim size of 8.25" x 10.875" with a .125" bleed along the top, bottom, left and right edges of the ad. The total size is 8.5" x 11.125".

✓ Contain essential copy and images within the Live Area specs 7.75" x 10.375" (see diagram right) to prevent them from being trimmed.

✓ Convert Pantone swatches to 4-color (CMYK) builds.

✓ Ensure images/graphics are no less than 300 DPI and CMYK.

✓ Ensure all vector objects are CMYK.

✓ All typefaces/fonts converted to outlines.

✓ DO NOT use a rich black (C100 M100 Y100 K100) color build.

✓ Ads exceeding their allotted size will be adjusted to fit the defined space.

Submitting

The following guidelines are to be followed to ensure your ad is properly submitted.

✓ All Pantone swatches MUST be converted to 4-color (CMYK) prior to submitting PDF to AWCI's Construction Dimensions. We will not be held

Trim Size
8.25" x 10.875"

Live Area
(7.75" x 10.375")
Keep all essential, non-bleeding copy and images with in this area to ensure it is not trimmed off.

Bleed Size
Top: .125"
Bottom: .125"
Left: .125"
Right: .125"

Total Page Size (Trim + Bleed)
8.5" x 11.125"

responsible for incorrect color output due to non-converted swatches.

✓ Submit as a PDFx4 compliant file by using the PDFx4 preset. Ensure bleed settings are set to .125" within the PDF export dialog box.

✓ Check that all copy and essential, non-bleeding images are within the Live Area dimensions (7.75" x 10.375") so that it's not trimmed off. We will not be held responsible for any trimmed copy/images placed outside the Live Area.

Tips

✓ Enable "Overprint Preview" prior to submission to check for potential transparency and knockout issues.

✓ Color builds should be named according to their native CMYK build.

✓ We are happy to supply a full-page ad InDesign template upon request.

✓ Refer to AWCI Media Planner for fractional ad dimensions.

For More Information

Submitting
Brianna Bernstein
Advertising Coordinator
513 West Broad Street, Suite 210
Falls Church, VA 22046-3257
703.538.1607
bernstein@awci.org

Technical
Craig Wood
Manager, Graphics and Art
wood@awci.org