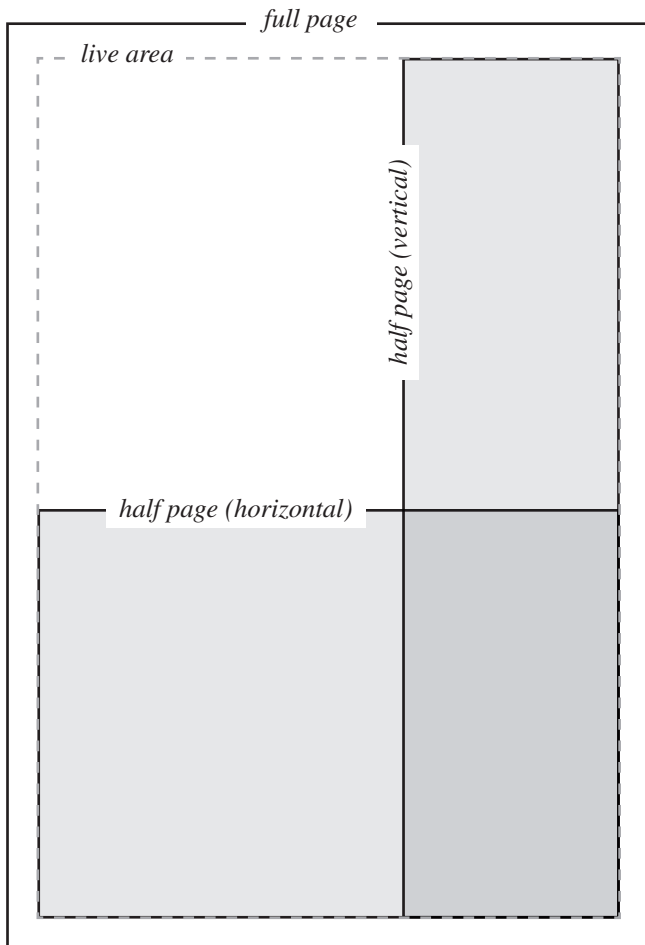


# FenCon Convention Program - Inside Page

Electronic Mechanical Specifications

**Deadline for ads is August 21, 2010**



**Inside ads are Black & White only**

## Ad Sizes:

**Full Page:** 5 in. x 8 in.

**Half Page (horizontal):** 4.75 in. x 4 in.

**Half Page (vertical):** 2.5 in. x 7.875 in.

**Bleed:** Ads DO NOT BLEED

*(keep artwork 1/4 inch away from all sides of the page)*

**Line Screen:** 150

## Media:

CD-ROM or DVD

*Unless requested, CDs or DVDs will not be returned*

## Mail Deliver:

Mail artwork to:

**FenCon Publications**

PO Box 701448

Dallas, TX 75370-1448

## E-Mail Delivery:

- Recommended that files are compressed (either SIT, HXQ or ZIP format).
- The total for attached files in an e-mail can not be more than 6 MB in size.
- E-mail to: [fencontexas@gmail.com](mailto:fencontexas@gmail.com)

## Supported File Formats:

- Adobe InDesign CS or higher
- Adobe PDF  
(High Resolution/Print Ready/Fonts Embedded)
- Adobe Photoshop CS or higher
- Adobe Illustrator CS or higher
- High Resolution JPEG or TIFF file  
(300 dpi at 100% of original artwork size)

## Non-Acceptable File Format:

- Microsoft Word files.
- Low resolution image files (JPEG, TIF, GIF, etc.)

## Fonts:

- Included screen & printer fonts and those used in eps files.
- Always use real typeface. Do not use application to apply styles (i.e. Bold, Italic, Outline, Shadow, Underline).
- Included all supporting files that are placed (linked) in the files.

## Disclaimer:

Ads not conforming to the specifications listed here will be subject to revision by the sender.

