

2010 National HVACR Educators & Trainers Conference Program Book Ad Specifications

Ad Sizes Available:

	width	height
Full Page	7 1/2"	10"
Half Page	7 1/2"	4 15/16"
Quarter Page	3 11/16"	4 15/16"

Acceptable ad formats

Ad copy may be submitted in black and white or CMYK color as an e-file in any of these formats:

- EPS: (vector art-not bitmapped); Mac compatible
- JPEG: high resolution (300 dpi +)
- PDF: high resolution (300 dpi +)

All files must be converted to CMYK color.

These ad formats are not acceptable:

- GIF, PING, or Internet downloads or web page art (resolution too low for use in printing)
- Low-resolution JPEG or PDF (lower than 300dpi)
- Any RGB color files.
- Files in any native software format (e.g., Photoshop, Publisher, Quark, Corel, MS Word)

Questions: Contact Howard Weiss, Marketing Director at 1-800-986-3726.

