



2016 CACTTC ANNUAL CONFERENCE

— ◆ JUNE 14–17, 2016 ◆ —

Resort at Squaw Creek ◆ Lake Tahoe, California

SPONSOR ADVERTISEMENT POLICIES & SPECIFICATIONS

Please read the following instructions, policies and requirements for submitting your advertisement. Advertisements will be included in the June conference packets/materials based on your sponsorship level.

SPECIFICATIONS

PACKET DIMENSIONS

8.125" × 10.875" (trim)

DISPLAY

Full Page Vertical: 7" × 10" (live); 8.375" × 11.125" (bleed) • **Half Page Horizontal:** 7" × 4.875"

ALL ADVERTISEMENTS

- Camera-ready advertisements must be submitted as full-scale digital files and e-mailed to sarah@shawyoderantwih.com. Maximum e-mail file size is 10 MB. CACTTC will only accept PDF, EPS, TIFF or native Adobe formats (e.g. ai, psd, indd) for camera-ready digital files. We cannot accept any Microsoft file formats for camera-ready advertisements. We accept Microsoft file formats for text submissions only.
- Camera-ready advertisements must use CMYK colors. Do not use RGB, or spot colors.
- Camera-ready advertisements must have crop marks, otherwise keylines will be added (except full-page advertisements). Full-page bleed advertisements must have bleed marks.
- Camera-ready advertisements must be submitted with a hard-copy color proof.
- All digital images must be full-scale, CMYK, at least 300 dpi, and embedded (or linked to digital files supplied by the client).
- All fonts used in camera-ready advertisements must be embedded, submitted, or converted to outlines.
- Logos should be submitted as vector files for maximum quality (e.g. Adobe Illustrator). Raster files are OK, but will yield about 1/16th the resolution of vector files.
- CACTTC assumes no responsibility for the quality or accuracy of camera-ready advertisements or advertisement components that do not comply with our specifications.
- To be included in the conference printed materials, advertisement and logo must be received prior to **May 6, 2016**.

Questions:

Please contact
Sarah Wagerman at
(916) 441-1850
sarah@shawyoderantwih.com