



# CACTTC | JUNE 8–11, 2021 VIRTUAL EVENT ANNUAL JUNE CONFERENCE & VENDOR SHOW

## SPONSOR ADVERTISEMENT & PROMO VIDEO POLICIES & SPECIFICATIONS

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

### ADVERTISEMENT SPECIFICATIONS

#### PACKET DIMENSIONS

8.125" x 10.875" (trim)

#### DISPLAY

**FULL PAGE VERTICAL:** 7" x 10" (live); 8.375" x 11.125" (bleed)  
**HALF PAGE HORIZONTAL:** 7" x 4.875"

### ALL ADVERTISEMENTS

- Camera-ready advertisements must be submitted as full-scale digital files and e-mailed to [maria@syaslpntrns.com](mailto:maria@syaslpntrns.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 online materials, advertisement and logo must be received prior to **May 14, 2021**.

### PROMO VIDEO SPECIFICATIONS

- MP4
- 1920x1080 3 Mbps
- AAC, 192 kbps, 48 kHz

#### Questions:

Please contact  
Maria Barajas  
(916) 441-1850  
[maria@syaslpntrns.com](mailto:maria@syaslpntrns.com)