



2018 PHI THETA KAPPA CONVENTION PROGRAM

Advertising Specs

- Ads must be created in Adobe Illustrator, Photoshop, or InDesign and saved in a high resolution (300 dpi) format. All files must be flattened (in a single layer). Phi Theta Kappa cannot guarantee correct output from any other applications (such as Adobe PageMaker or any word processing applications).
- Acceptable formats are high resolution TIFF, EPS, JPEG, or PDF files.
- All fonts must be converted to lines/curves or rasterized.
- All files must be 4-color process, CMYK or RGB. No spot colors accepted.
- All images used, such as logos and photography, must be high resolution (300 dpi) and free of copyright infringements.
- Do not nest EPS file into other EPS files. Raster images used in EPS files must be embedded.
- All required trapping must be included in submitted file(s).

ELECTRONIC SUBMISSIONS:

Digital submissions may be made via e-mail to: tracy.kleven@ptk.org

Attention 2018 Phi Theta Kappa convention program advertising.

Submission can be compressed using Win-Zip compression software only. There is a 10 Mb limitation on e-mail received at Phi Theta Kappa.

Ad layouts should be designed to one of two ad sizes available:

Full Page – \$1,500.

Half Page – \$800.

Deadline for receiving files is December 15, 2017.

Late charge: \$150/day is charged to the advertiser if artwork is not received by this drop-dead date.

Print proofs will not be supplied to advertiser.

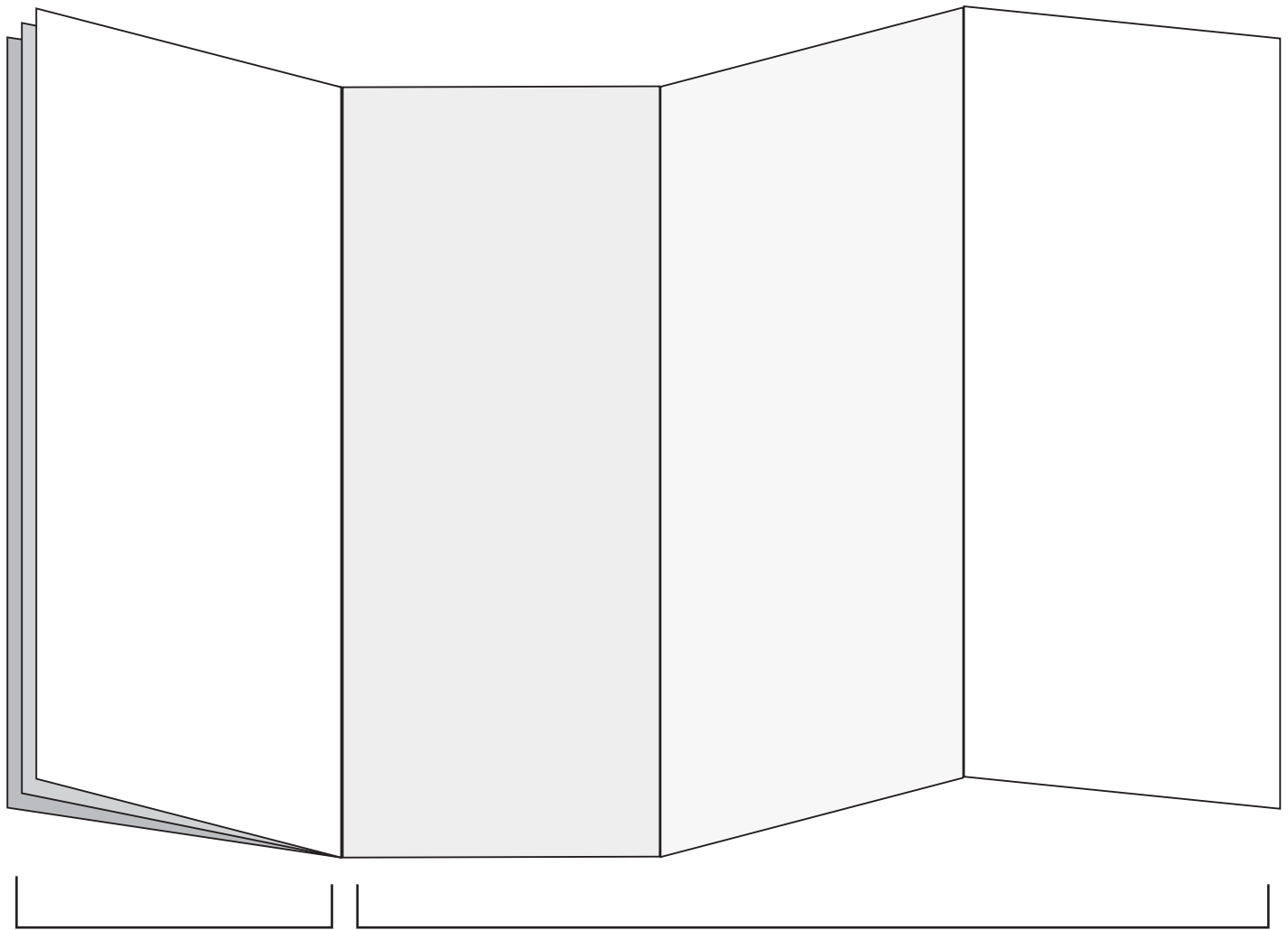
Full-Page: 3.75" X 10.25" (actual size)
\$1,500

Half-Page: 3.75" X 5" (actual size)
\$800

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Advertising Sizes

2018 PHI THETA KAPPA CONVENTION PROGRAM

Convention Program Format



Schedule &
Advertising
Section

Fold-out Map