**GENERAL REQUIREMENTS FOR NATIONAL POSTAL FORUM
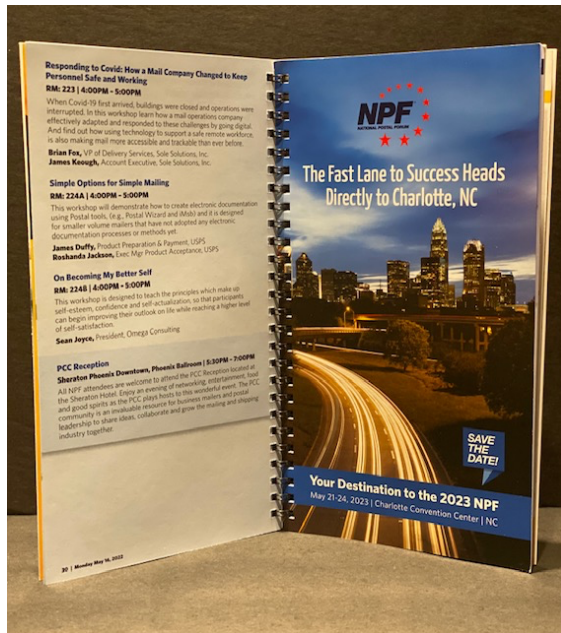PUBLICATION ADVERTISEMENTS**

Sample Full page 5" x 9 Program Guide Ad

Sample Matrix Foldout 2 Panel Ad

ONSITE PROGRAM/EXHIBIT HALL GUIDE– 4cp Ads
- 5" x 9" ad size*, full page
- 5" x 4.5" ad size*, half page
- Two (2) 4" x 9" full page panel ad size**

*Allow 3/8" clear text space border to accommodate spiral spine, and 1/8" bleed.
** Allow 1/8" bleed.

Send all artwork to:

Mary Guthrie
National Postal Forum
3998 Fair Ridge Drive
Suite 150
Fairfax, VA 22033
mguthrie@npf.org

Deadline for ad material is April 21, 2023.

File construction

Create the advertisement to match the page size of the publication without the need to reduce or enlarge the file. For partial-page ads, consult the publisher of the magazine for acceptable sizes.

If the advertisement is to bleed, please make sure that any elements are large enough to accommodate the bleed. This is particularly important with photographs.

Do not run critical copy too close to the trim area.

All raster images should have an ending effective minimum resolution of at least 300 dpi. (450 dpi is preferred.)

Adobe Photoshop is not a good choice for setting large quantities of text.

To help avoid font problems at production time, convert any fonts to outlines in imported graphics. Create the file using CMYK color space.

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In the case of a non-PDF file, all digital components of the advertisements must be sent. This includes:
- The base document (InDesign, Illustrator, files, etc.)
- All photos
- All logos
- All fonts for the document, plus any fonts that may be in imported graphics
- For Type 1 fonts, both screen and printer components are needed

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For PDF file ad submissions, the PDF file needs to include:
- High-resolution images in CMYK color space
- All fonts embedded. Note that some fonts are programmed in such a way that embedding them is forbidden by the manufacturer.
- Please do not use "PDF Writer" or similar printer extensions. Please do not "lock" the PDF files with passwords.

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A proof of some type is highly recommended. This can be one or more of the following:

- A color printout from a color printer. (Please note that some color printer imaging methods, particularly ones that use plastic toners, can produce colors that are physically impossible to match using CMYK inks.)

- A low-resolution PDF file that accurately shows what the ad should look like.

Recommended software applications to use when creating advertisements.
(These recommendations are made on the basis of past reliability of the
applications in production environment.)

- Adobe InDesign CS
- Adobe Illustrator CS
- Adobe Photoshop CS
- Adobe Acrobat Pro CS

Applications NOT recommended:
- CorelDraw (any version)
- Business productivity applications like Microsoft Word and Microsoft PowerPoint
- "Home publishing" applications