

F O U R T E E N T H A N N U A L

Bits

Burn-in & Test Strategies Workshop

M A R C H 3 - 6 , 2 0 1 3 M E S A , A R I Z O N A

**Advertisement
Specifications**

PRINT & ELECTRONIC MEDIA

2013

WWW.BITSWORKSHOP.ORG

Workshop Guide

The Workshop Guide will be printed in full color on high-quality coated stock that allows for excellent detail and color reproduction. Please observe the following requirements when submitting files for print ads:

MEDIA & SOFTWARE

Ads may be submitted via email or via media (CD, DVD, USB stick). To assure the best possible results, please supply your ad as high resolution PDF, EPS, PSD, TIFF or JPEG file (see resolution requirements below). Ads should be supplied in CMYK color mode. If supplying native files (QuarkXP, InDesign), please include all fonts and linked files, including the fonts used in any placed files.

IMAGES

To assure high quality reproduction, all images must have an appropriate resolution of 300 dpi at 100% or better. Black-and-white line art (bitmap) images should be at least 800 dpi. See illustrations below for print ad dimension information.

FONTS

The use of Postscript fonts is highly recommended to assure proper output. Include both the screen and printer font components; avoid the use of TrueType and/or Multiple Master fonts. If necessary, fonts will be substituted as closely as possible if they should cause Postscripting problems. Be sure to use "standard" fonts if using QuarkXPress for the PC. Your ad will be converted on a Macintosh using Mac-equivalent fonts. Though we have an extensive font library, we reserve the right to substitute fonts if we cannot find an exact match. To avoid possible font complications, type created with Adobe Illustrator or Macromedia Freehand should be converted to vector outline form. If you are submitting a PDF make sure you embed all fonts.

Electronic Display

The Bits Workshop is pleased to offer high resolution widescreen monitors for a recurring display of your advertisement at the BiTS Workshop event. Submit your static electronic image file in RGB color mode as a JPEG or PNG file. Submit your animated electronic image file as a mov, mp4, wav or avi file; maximum length is 30 seconds. Static or animated ad orientation is to be landscape, at a 16:9 aspect ratio, with a minimum resolution of 3600 x 2015 pixels; maximum resolution no more than 7200 x 4050 pixels. See illustration below for electronic display ad dimension information. Please submit your files via email (up to 3mb) or, for larger files, via file transfer service (You Send It, etc.) or on CD, DVD, or USB stick.

ADDITIONAL REQUIREMENTS

If you are e-mailing a file, please ensure that it is no larger than 3mb, zipped or unzipped. All ad materials must include a copy of the insertion order and a color proof.

Ad Submission: The close date for ads is January 31, 2013 and all ad submissions are due on February 4, 2013.

By Mail: (for CD, DVD or ZIP):
BiTS Workshop, LLC
34 Kuchler Drive
LaGrangeville, NY 12540

By E-mail:
bitsinfo@bitsworkshop.org

Advertising Formats & Sizes

Electronic Display

min.: 3600 x 2025 pixels
max.: 7200 x 4050 pixels

PRINT AD

Business Card

3.5" x 1.9"

PRINT AD

Half Page

3.5" x 3.9"



A vertical blue rectangle representing a print ad. A double-headed vertical arrow is positioned at the top center, pointing upwards. A double-headed horizontal arrow is positioned in the middle, pointing outwards from the center. The text is centered within the rectangle.

PRINT AD

Full Page with border

3.5" x 8"



A vertical blue rectangle representing a print ad. A double-headed vertical arrow is positioned at the bottom center, pointing downwards. A double-headed horizontal arrow is positioned in the middle, pointing outwards from the center. The text is centered within the rectangle.

PRINT AD

Full Page full bleed

4.25" x 8.75"

(include 1/8" bleed on all sides)