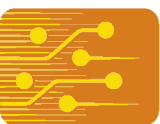
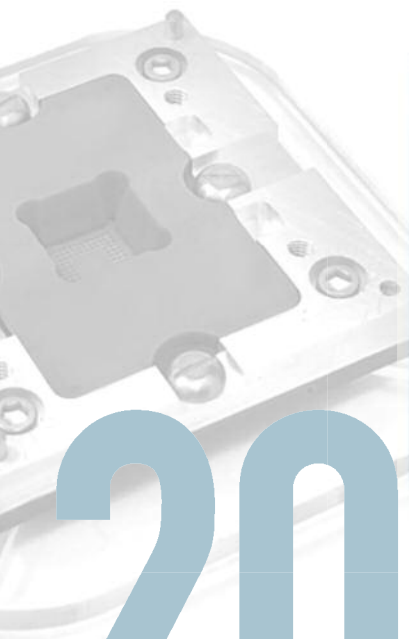


Advertising Specifications

Print & Electronic Media



TestConX™



2019

MARCH 3 – 6, 2019 MESA, ARIZONA



PRINT MEDIA The TestConX 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 To assure the best possible results, please supply your ad as a high resolution file per the requirements below. Our preferred formats are:

- High resolution PDF with embedded fonts.
- Adobe InDesign or Illustrator package including all fonts and linked files, including the fonts used in any placed files.

Also acceptable are EPS, PSD, TIFF, PNG, or JPEG files of sufficient resolution. Files should be supplied in CMYK color mode.

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. Your ad will be converted on an Apple Mac 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.

ELECTRONIC DISPLAY TestConX is pleased to offer high resolution widescreen monitors for a recurring display of your advertisement at the 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 an EXACT resolution of 1920 x 1080 pixels. Any ad larger than this size will be proportionately scaled or cropped. Smaller ads will typically be rejected.

SUBMITTING FILES

Please submit your files via email to **office@bitsworkshop.org** or for larger files, via file transfer service such as Dropbox, Google Drive, etc. If you are e-mailing a file, please ensure that it is no larger than 5 mb, zipped or unzipped.

Ad submission: The close date for ads is January 18, 2019 and all ad submissions are due on January 31, 2019.

Please contact us with any questions:

office@bitsworkshop.org

Phone: +1 650-690-2395

TestConX

PO Box 1053

Los Altos, CA 94023

Advertising Formats & Sizes

Electronic Display

1920 x 1080 pixels

PRINT AD

Business Card

3.5" x 1.9"

(89 x 51 mm)

PRINT AD

Half Page

3.5" x 3.9"

(89 x 100 mm)

PRINT AD

**Full Page Ad
with white border**

3.5 x 8" (89 x 202 mm)
@ 300 dpi

PRINT AD

Full Page

to print "full bleed" (no border)
your file should measure:

4.25 x 8.75"

(102 x 216 mm) @ 300 dpi

Note: This includes .125" (3 mm)
bleed area that will be trimmed away.
Keep any text or important image details
clear of this area.