

Ad specifications for the UPCI General Conference Information Guide

All ads must be submitted in PDF format

300 dpi (high resolution)

CMYK (no pantone or spot colors)

All text must be inside the .25 inches safe zone

Full Page Ad

← Finished Trim Size: 10.875 inches (height) x 8.375 inches (width)

← Size with .125 inches bleed on all 4 sides: 11.125 inches (height) x 8.625 inches (width)

← Safe Zone: Keep any text, logos, or important graphics within this area to avoid getting cut off.
.25 inches from edge of trim size.

Half Page Ad - Landscape Only

← Finished Trim Size: 5.4375 inches (height) x 8.375 inches (width)

← Size with .125 inches bleed on all 4 sides: 5.6875 inches (height) x 8.625 (width)

← Safe Zone: Keep any text, logos, or important graphics within this area to avoid getting cut off.
.25 inches from edge of trim size.

Tip: When exporting a PDF in InDesign, include crop marks and offset them .125" from edge so they are outside the bleed area.

— = **Bleed Edge**
— = **Trim Edge**
— = **Safe Zone**