



# ADVERTISING SPECIFICATIONS

**PDF AND JPEG FILES ARE ACCEPTED.**

*All files should be output at 300 dpi resolution and saved as cmyk.  
Fonts must be embedded or converted to outlines*

**\*\* DO NOT INCLUDE TIC MARKS \*\***

*But be sure to include bleed allowance when outputting full page ads.*

**SEND ALL FILES TO LORI WEAVER (LORI@THEICOM.ORG)**  
*or contact her if you have questions.*

**PLEASE SET YOUR FILES UP USING THE SPECS BELOW.**

*Enter dimensions in inches as shown here.*

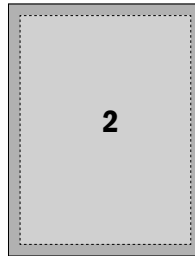


**Full Page Spread (w/bleed) - \$2500**

Page/trim size: 16.75 x 10.875"

Bleed allowance: .125"

Final art size: 17 x 11.125"

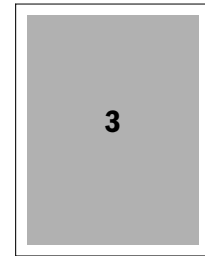


**Full Page (w/bleed) - \$1300**

Page/trim size: 8.375 x 10.875"

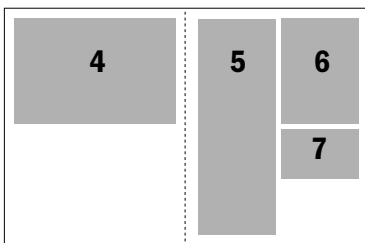
Bleed allowance: .125"

Final art size: 8.625 x 11.125"



**Full Page (no bleed) - \$1200**

Size: 7.375 x 9.875"



**Half Page Horizontal**

**\$700**

7.375 x 4.75"



**Half Page Vertical**

**\$700**

3.625 x 9.625"



**1/4 Page**

**\$400**

3.625 x 4.75"



**1/8 Page**

**\$200**

3.625 x 2.25"

**QUESTIONS? CONTACT US AT  317.539.4231**