



## **ADVERTISING SPECIFICATIONS & DEADLINES**

### **Print Advertisements**

**Due: August 12, 2016**

#### **Specifications:**

Artwork can be 4-color. Artwork should be a minimum of 300 dpi and at least 150 lpi.

We accept artwork in TIFF, EPS, and PDF formats.

All fonts must be embedded, and line art should be at least 1,200 dpi.

#### **Print ad sizes are:**

1/4 page 3 5/8 x 4 3/4

1/2 page 7.50 x 4.75

Full 7.50 x 9.75

Full with bleed 8.75 x 11.0625

### **Sponsor/Advertisers Digital Advertisements**

**Due: September 15, 2016**

#### **Specifications:**

NO SOUND permitted

File type: MP4

Length: 15 seconds

Aspect Ratio: 16:9, 1920x1080 preferred

Specific to digital signs: Suggested resolution: 1280px by 720px encoded in h264 codec with MP4 container

The main content area is 1000px by 1230px.

Font size: 40pt font for best visibility. Image size: no wider than 800px.

Tips: Keep information short and simple. Minimize text.

Send all final files in the format specified to Amy Farris at [amy@amstat.org](mailto:amy@amstat.org).

### **Conference Bag Inserts**

**Due: October 6, 2016**

#### **Send 300 inserts to:**

ATTN: WSDS INSERT

Amy Farris

ASA

732 N. Washington Street

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