



## 2017 PHI THETA KAPPA CONVENTION PROGRAM

### *Advertising Specs*

- Ads must be created in Adobe Illustrator, Photoshop, or InDesign and saved in a high resolution (300 dpi) format. All files must be flattened (in a single layer). Phi Theta Kappa cannot guarantee correct output from any other applications (such as Adobe PageMaker or any word processing applications).
- Acceptable formats are high resolution TIFF, EPS, JPEG, or PDF files.
- All fonts must be converted to lines/curves or rasterized.
- All files must be 4-color process, CMYK or RGB. No spot colors accepted.
- All images used, such as logos and photography, must be high resolution (300 dpi) and free of copyright infringements.
- Do not nest EPS file into other EPS files. Raster images used in EPS files must be embedded.
- All required trapping must be included in submitted file(s).

#### **ELECTRONIC SUBMISSIONS:**

Digital submissions may be made via e-mail to: [tracy.kleven@ptk.org](mailto:tracy.kleven@ptk.org)

Attention 2017 Phi Theta Kappa convention program advertising.

Submission can be compressed using Win-Zip compression software only. There is a 10 Mb limitation on e-mail received at Phi Theta Kappa.

Ad layouts should be designed to one of two ad sizes available:

**Full Page** – \$1,500.

**Half Page** – \$800.

Deadline for receiving files is February 10, 2017.

**Late charge:** \$150/day is charged to the advertiser if artwork is not received by this drop-dead date.

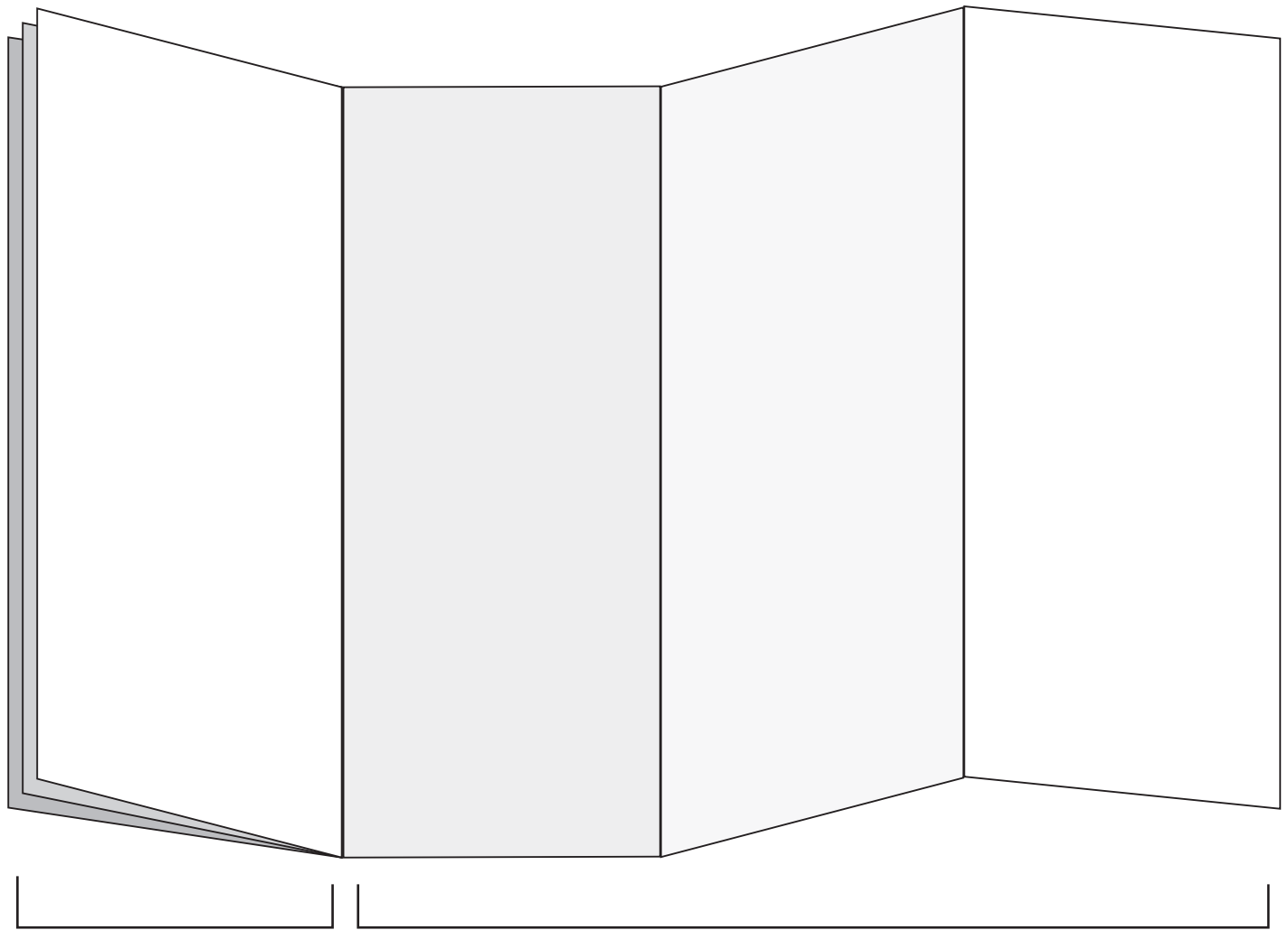
Print proofs will not be supplied to advertiser. Phi Theta Kappa cannot be responsible for returning proofs or CD's submitted.

**2017 PHI THETA KAPPA CONVENTION PROGRAM**  
*Advertising Sizes*

**Full-Page:** 2.75" X 7.75" (actual size)  
\$1500

**Half-Page:** 2.75" X 3.75" (actual size)  
\$800

**2017 PHI THETA KAPPA CONVENTION PROGRAM**  
*Convention Program Format*



Schedule &  
Advertising  
Section

Fold-out Map