



Conference Print Advertising Specifications

The 2012 **SPE® Automotive TPO Global Conference** guide will have all ads printed in **color**.

Deadline for Ad Submittal

To ensure placement in the **Automotive TPO Global Conference** guide, ads must be received by **August 17, 2012**. For conference guide inquiries, please contact Monica Prokopyshen (248) 608-6259 or mhl.prokopyshen@yahoo.com.

Acceptable Digital Format

High resolution portable document format (*.pdf), press quality or higher.
 All fonts must be in "embedded subset."
 No File Security should be set.
 No compression should be used.

Send to

Please send all ads and logos to "[Dawn Stephens](mailto:speautodetroit@gmail.com)" <speautodetroit@gmail.com>
 Files larger than 10 MB should be sent via FTP using www.yousendit.com.

Please include contact name, phone number, and email address with each ad.

Ad Sizes (Ads are 4-color and do not bleed.*)

3-ring binder format with holes on left side of 8.5 x 11 in. page.

Ad Upgrades

For ad upgrades from quarter to half page, half page to full page and other options such as back cover, inside cover or pocket, or section divider placement of ads, please contact Ron Price at (248) 563-6343 or rprice525@aol.com for a quote and availability.

	WIDTH (in)	HEIGHT (in)	WIDTH (mm)	HEIGHT (mm)
Quarter Page	3.375	4.5	86	114
Half Page Horizontal	7.125	4.5	181	114
Half Page Vertical	3.375	9.625	86	244
Full Page, No Bleed*	7.125	9.625	181	244

*For the back cover and inside cover or pocket, there is limited availability for a full-page ad with bleed. Contact Ron Price for availability.

	WIDTH (in)	HEIGHT (in)	WIDTH (mm)	HEIGHT (mm)
Full Page with Bleed	8.75	11.25	222	286
Trim Size	8.5	11	216	279
Live Size	7.5	10	191	235

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