

# 2023 SOFT Program Book Advertising Page Specifications

Use these guidelines to submit advertisement pages to be bound into the 2023 SOFT Program Book.  
Due to SOFT office on or before 08/31/23

## About the Meeting Program:

- Binding: Perfect binding with 8 3/8" x 10 3/4" finished size (not 8 1/2" x 11")
- Ink colors: CMYK four color digital presses will be used. One color or two-color ads will also be accepted; however, they are printed as CMYK— same advertising rates apply.
- Ad specifications: Two-page advertisement 8 3/8" x 10 3/4" (front and back of one sheet). Your advertisement can bleed off the page however special requirements/ specifications are necessary (see page 2 below) under "bleeds". The printer will bind your advertisement into the back of the book. The printer is not responsible for adjusting your artwork to prevent text from being cut off, please follow proper bleed and margin measurements / requirements.

## What & How to Supply:

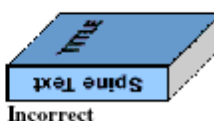
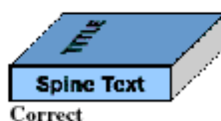
- **ONLY** digital files will be accepted for publication. Final print quality will be at 600 dpi and the entire book will be digitally printed.
- File types accepted: High resolution /Print Quality PDF (CMYK) with all fonts embedded.
- Provide ads at a native resolution of 300 dpi or higher.
- Avoid low resolution "web" graphics (JPG or GIF) they appear pixilated or "jagged" when printed.
- Companies that do not submit ad materials by August 31, 2022 are not eligible for a refund.
- Send completed advertisement in pdf format to CC Watson at [cc@soft-tox.org](mailto:cc@soft-tox.org)

# 2022 SOFT Program Book Advertising

## Page Specifications

### Spine Artwork

The spine direction should be such that the beginning of your artwork or text starts at the top and is read from top to bottom. You can test if a spine is in the correct direction by laying the book front cover side up on a table. If you turn the spine toward you it should read left to right.



For **perfect bound books**, allow at least a  $\frac{1}{16}$  inch between your spine text and the fold edges of the front and back covers. For a real clean appearance, we recommend  $\frac{1}{8}$  inch. This prevents your spine text from running onto the front or back covers when we bind your books. Spine art is not recommended for spines under  $\frac{1}{4}$  inch.

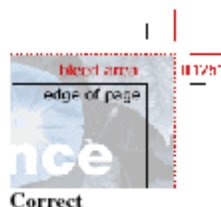
Calculating spine width for Perfect Bound Books:

For 50# offset paper = (Total Pages  $\div$  2) x .0043

For 60# offset paper = (Total Pages  $\div$  2) x .0052

### Bleeds

If your artwork extends (bleeds) to the outer edge of the cover, you **must** extend it an additional  $\frac{1}{8}$  inch past the outside edges. The part of the image within the bleed area will be cut off and should not contain any important content or text.



Final Book size= 8  $\frac{3}{8}$ " x 10  $\frac{3}{4}$ "

### Margins

If you place text and logos right to the edge of the cover, you run the risk of having part of it trimmed off in final finishing operations. For best results, leave at least a  $\frac{1}{4}$  inch margin between the text and graphic elements of your page and the edges. This approach also gives your cover a cleaner, more professional look.

