

Please follow these guidelines carefully.

Questions: Email Anita Metcalf @ ametcalf@gulfcoastconference.com

All materials should be submitted by e-mail and **MUST** include:

Company Name, Contact Name, Phone Number & Email

Program Advertising

Preferred format: press-ready PDF, Other accepted formats: hi-res EPS or TIF

Conference APP - Include your program ad on the conference app

PNG FILE – Image 580 x 256 (Included in the price of your Program Ad)

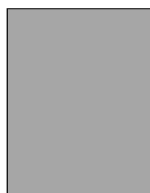
Website Banner

Ads must be 280 X 83px – PDF or JPG File – larger images will be resized to fit these dimensions

Aisle Sign Submission Requirements - 4' W x 2' H (See Freeman Guidelines Below)

Carpet Logo Submission Requirements - (See Freeman Guidelines Below)

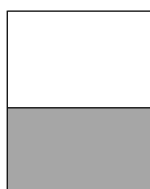
Program Advertising Specifications



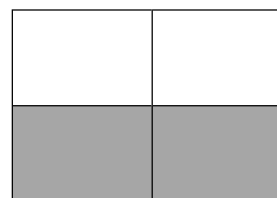
Full Page
Bleed Size
8.75 in x 11.25 in
Non-Bleed
7 in x 10 in



2 Page Spread
Bleed Size
17.25 in 11.25in
Non-Bleed
15 inx10 in



1/2 Page Horizontal
Bleed Size
8.75 in x 5.25 in
Non-Bleed
7 in x 5 in



1/2 Page Spread
Bleed Size
17.25 in x 5.25 in
Non-Bleed
15 in x 5 in



1/4 Page
Bleed Size
3.75 in x 5.25 in
Non-Bleed
3.5 in x 5 in

FREEMAN

CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

Our desire is to provide you with the best possible quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. If you are sending us completed, print-ready files, please pass this information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to insure accurate color reproduction.

Please provide the following when submitting art

Minimum requirements for original artwork, such as logos, when Freeman is providing design and layout:

- 300 dpi resolution at a size of 8 X 10 inches
(higher resolution files will result in improved final product)

Minimum requirements for final artwork that Freeman will reproduce exactly as provided:

- 100 dpi resolution at full size of actual finished product
- As the size of the graphic is percentage down, the dpi must go up
i.e. 50% of the actual graphic **size** should be 300 dpi; anything smaller should be 600 dpi.

Minimum requirements for both:

- All related PMS and/or CMYK color codes (If submitting CMYK values, please supply accurate color swatches)
- Accurate color proof print of artwork
- Contact name, phone number and e-mail address of art creator if applicable
- If submitting a "vector" type file, include all fonts, or convert fonts to outlines or paths

Acceptable Software File Formats

We are capable of working with both PC and MAC based software, and can accept art created with the following software (listed in order of preference):

ADOBE- Illustrator, InDesign, and Photoshop
COREL DRAW
QUARK XPRESS saved as Adobe Acrobat (pdf)
ADOBE ACROBAT
(pdf)

Please include all fonts and images.

Acceptable File Types

Files that Freeman **can use** in order of preference, include:

EPS and AI for vector files (especially when submitting logos)
TIF
(especially when submitting photos)
JPG (provided resolution is high enough for photo images; not recommended for logos)

File types that Freeman **cannot use** to reproduce high quality graphics include:

GIF files
Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types
Self-extracting files, such as EXE or SEA files