

2008

Annual Cancer Conference Production Guidelines

Specifications and instructions for sponsor ads for printed conference program:

All files must be electronic
All ads must be in grayscale

Adobe InDesign up to version CS3

Adobe Photoshop up to version CS3

- Bitmap mode maximum 600 dpi
- Minimum resolution 300 dpi
- Save as JPG, TIFF

Adobe Illustrator up to version CS3

- Grayscale mode minimum resolution 300 dpi
- Fonts used in Illustrator must be converted to outlines

We are unable to accept corel, microsoft word or pagemaker files.

Transfer Media

E-Mail

- Please send attachments to jrowlands@bccancer.bc.ca
- Include all supporting files (both graphics and screen/printer fonts). If supporting files are created in Illustrator, convert all text to paths to embed fonts.
- Enter client ad name in subject field of email

CD-Rom

- Include all supporting files (both graphics and screen/printer fonts). If supporting files are created in Illustrator or Freehand, convert all text to paths to embed fonts.
- Include hard copy output of ad

Ad Sizes

PLATINUM SPONSORS (\$31,500)

Ad size: Full Page, 7.5" wide x 10" high

GOLD SPONSORS (\$21,000)

Ad size: 3/4 page would be: 7.5" wide x 6.5" high

SILVER SPONSORS (\$15,750)

Ad size: 1/2 Page, 7.5 wide x 5" high

BRONZE SPONSORS (\$10,500)

Ad size: 1/4 Page, 3.75" wide x 5" high

*Please note that ad content may not specifically promote a particular drug or drugs. It should be general and can contain information about corporate focus or specialties, mission, vision, etc. It can include a line or two about being pleased to be a sponsor of the 2008 BC Cancer Agency annual cancer conference. It can list your BC Cancer Agency specialty representatives' names.

Sponsor Logos

Sponsor logos are required in both colour and grayscale for print production and screen. If the logo has not changed and you have been a sponsor previously, it is not necessary to resend logo files.

Adobe Illustrator **preferred** up to version CS3

(EPS vector based graphics)

- Grayscale and CMYK mode minimum resolution 300 dpi
- Fonts used in Illustrator must be converted to outlines

Adobe Photoshop up to version CS3

- Bitmap mode maximum 600 dpi
- Minimum resolution 300 dpi
- Save as JPG, TIFF

**For more information,
please contact:**

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