

# premiereSAN ANTONIO

THE ULTIMATE BEAUTY EXPERIENCE

## 2023 SHOW PROGRAM ADVERTISING

**DEADLINE: AUGUST 30, 2023**

### EDUCATION REQUIREMENTS

- Four-color CMYK Web offset printing (300 DPI)
- Stitch & Trim
- Embed all fonts, do not subset or allow substitution of fonts when converting your PDF file

### ACCEPTABLE FILE TYPE

- PDF Acrobat 5 (PDF 1.4 or higher) created with Adobe Acrobat/ Distiller, Mac or PC

### PROFESSIONAL TIPS

- Preflight the document to ensure all the information and guidelines are accurate
- View your PDF before sending to ensure nothing has changed, especially if using transparencies
- To achieve a "Rich Black" use this color conversion C:60 M:40 Y:40 K:100

### SEND ARTWORK TO

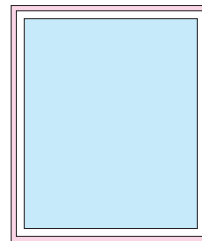
[ann@premiereshows.com](mailto:ann@premiereshows.com)

- WeTransfer
- Dropbox
- YouSendIt

**SIZES** - All dimensions are **width x height**

### When submitting file, please include

- .25" bleed all sides  
(please do NOT include crop marks, trims or color bars)
- .375" Safe Area all sides from trim on Full Page  
(less than .375" text could be trimmed off)

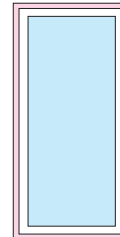


### Full Page

**Safe Area** 7.5" x 8.25"

**Ad** 8.25" x 9"

**Bleed** 8.75" x 9.5"



### Half Page Vertical

**Safe Area** 3.375" x 8.25"

**Ad Size** 4.125 x 9"

**Bleed** 4.625" x 9.5"



### Half Page Horizontal

**Safe Area** 7.5" x 3.75" **Ad**

**Size** 8.25" x 4.5" **Bleed**

8.75" x 5"



### Two Page Spread

**Safe Area** 15.75" x 8.25"

**Trim** 16.5" x 9"

(send file as spread)

**Bleed** 17" x 9.5"

## CONTACT US

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