



# PROGRAM AD SPECIFICATIONS

## AD SIZES AND FEES

Full Page	4.875 x 7.375 (vertical format)	\$1,500
Half Page	4.875 x 3.625 (horizontal format)	\$750
Quarter Page	2.375 x 3.625 (vertical format)	\$500
Business Card	2.375 x 1.625 (horizontal format)	\$250

**Ad Submittal Deadline: 7/2/2021**

## DIGITAL SPECIFICATIONS

- » ONLY DIGITAL FILES WILL BE ACCEPTED
- » PDF or JPEG, 300 dpi resolution at 100% size, black and white or grayscale
- » IMBED FONTS (for PDFs)
- » REMOVE ALL RGB, CMYK, AND INDEXED COLOR
- » Files smaller than 10 MB can be emailed.
- » When file has been received and verified, a reply email confirmation will be sent to the file originator.

## PROGRAM AD SUBMISSIONS & QUESTIONS

Submit your program ad to:

Lynne Bynder, CMP, AEP Executive Director at [lbynder@califaep.org](mailto:lbynder@califaep.org)

**Ad Submittal Deadline: Friday, July 2, 2021**



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