



# MACPA Advertisement Specifications

## Advertisement Submissions

Please submit ads by email to [krislyn@macpa.org](mailto:krislyn@macpa.org).

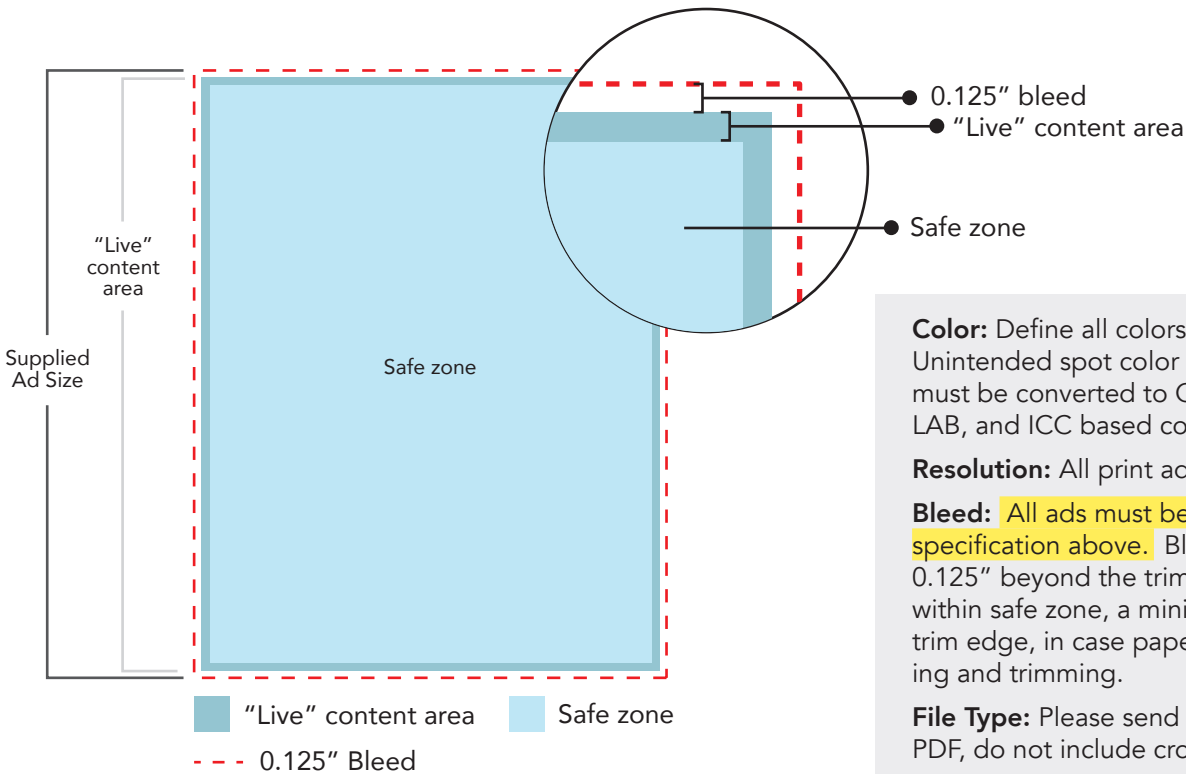
## Print Advertisement Specifications

### MACPA'S STATEMENT PUBLICATION

AD SIZE (WxH)	DESIGN FILE (Submitted w/ bleed)
<b>Full page:</b> 8.5" x 11"	8.75" x 11.25"
<b>Half page:</b> 8.5" x 5.5"	8.75" x 5.75"

### EVENT PROGRAMS

AD SIZE (WxH)	DESIGN FILE (Submitted w/ bleed)
<b>Full page:</b> 5.5" x 8.5"	5.75" x 8.75"
<b>Half page:</b> 5.5" x 4.25"	5.75" x 4.5"



**Color:** Define all colors as CMYK process. Unintended spot color and/or Pantone colors must be converted to CMYK process. RGB, LAB, and ICC based colors are not allowed.

**Resolution:** All print ads must be 300 dpi.

**Bleed:** All ads must be created to bleed specification above. Bleed must extend 0.125" beyond the trim. Keep live content within safe zone, a minimum of 0.125" from trim edge, in case paper shifts during printing and trimming.

**File Type:** Please send as a high resolution PDF, do not include cropmarks.

## Digital Advertisement Specifications

### MACPA WEEKLY EMAIL BANNER AD

**File Type:** PNG or JPG | **Size:** 560 x 115 pixels | **Resolution:** 72 dpi

## Questions? CONTACT YOUR SPONSORSHIP TEAM



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