National Multiple Sclerosis Society
New York City – Southern New York Chapter

# TRIBUTE JOURNAL AD SPECS
# RACE AGAINST MS
## NATIONAL MULTIPLE SCLEROSIS SOCIETY, NEW YORK CITY – SOUTHERN NEW YORK CHAPTER

Race Against MS

## DEADLINE FOR ALL ADS IS FRIDAY, JUNE 1, 2012

**FILES MUST BE SUPPLIED IN ONE OF THE FOLLOWING FORMATS:**

- **PDF:** fonts must be embedded, embedded graphics must be CMYK and of adequate quality and resolution for printing
- **EPS:** fonts must be embedded, embedded graphics must be CMYK and of adequate quality and resolution for printing EPS files should be saved to be compatible with Adobe Illustrator CS4 or earlier.
- **Quark:** must include all fonts and graphics used in the document. Graphics must be CMYK. Only Quark 4 or 6 files are allowed.
- **InDesign:** must include all fonts and graphics used in the document. Graphics must be CMYK. Only InDesign 2 files are allowed.

## AD SIZES:

Dimensions of ads are stated below as *width* x *depth* in inches. **Ads can be color or black and white.**

**FULL PAGE — FOR PRESENTING, RACE OF THE DAY, RECEPTION, INVITATION and JOURNAL SPONSORS**

- Ad will NOT bleed; it traps inside a 3/8" border.
- Ad should be made 5 1/4" x 8 1/4"

**FULL PAGE — FOR STANDARD AD**

- Full bleed ads: 6 1/4" x 9 1/4" including 1/8" bleed allowance around all sides.
- Full trimmed ad is 6"x 9". Maintain 1/4" margin from live copy to trim.
- Live copy area is 5 1/2"x 8 1/2"
- Non-bleed ads: 5 1/2"x 8 1/2"

**HALF PAGE**

- 5 1/2" x 4 3/16"

**QUARTER PAGE**

- 2 11/16" x 4 3/16"

**Should you have any questions, please contact**
**Jen Superson at 212-453-3263 or via e-mail at Jsuperson@msnyc.org**