Advertising Specifications

ENZYME ENGINEERING XXVI
May 22-27, 2022
Dallas/Fort Worth, Texas

Ads are due April 4, 2022

1) For inside pages

- Submit ads as print ready-.pdf files in as high resolution possible.
- Do not set File Security on any file. Embed all fonts into the PDF file as an "Embedded Subset" and no compression.

2) Colors

- Set colors to CYMK or PMS.
- Avoid submitting color graphics in RGB mode. Red-Green-Blue mode is designed for laser printers or for viewing on the internet (web).

3) Graphic Resolution

- We prefer .tif or .jpg high resolution graphics.
- Color & Greyscale scans should be at least 300 dots per inch (pixels per inch).
- Black and white line art scans should have a minimum of 600 ppi.
- Resolutions of a higher ppi will reproduce with better quality.
- The resizing of graphics can decrease the overall resolution, thus lowering the quality of output. *Tip: Graphics taken from web pages are almost always low resolution and do not reproduce well in print.* Graphics created in programs like Adobe Illustrator are usually scalable graphics that will reproduce with the best quality at any size.

4) **Submit the ad as a pdf file to Kevin Korpics (kevin@engconfintl.org) prior to the deadline listed above. If the file size is 10 Mb or larger please contact Kevin for an alternate email address as attachments of this size will bounce back.**

7.5

full page
advertisement
7.5" w x 10" h

10"

half page horizontal
advertisement
7.5" w x 4.875" h

Advertisement sizes f