



January 2014

Dear Program Advertisers:

Thank you for your support of the 2014 BMA Colorado Gold Key Awards. Ad specs for the printed program are below, and final ads are needed by EOD Friday, April 4, 2014.

All Program advertisements are full-page ads.

Size (vertical): 4.5" x 7.5" (full page); preferred bleed is .125".

Digital File Specifications:

- Ads should be black and white (IFC, IBC and Back Cover excepted)
- High Resolution PDF-X1a is the preferred file format
- Images should be at least 300 dpi

Guidelines for Creating PDFs:

- All images should be high resolution at actual size
- Bitmap file format
- All fonts must be embedded
- Use PDF-X1a as your distiller setting

Please send your final ad to:

Melissa Humbert: melissahumbert@90octane.com

Ads due EOD Friday, April 4, 2014.