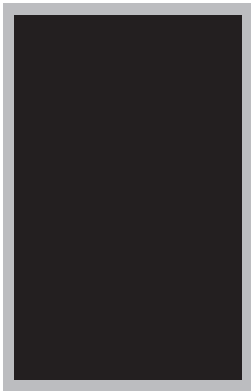# AFMX

ALBUQUERQUE FILM + MUSIC EXPERIENCE

2019 PROGRAM AD SPECS

FULL PAGE

DIMENSIONS:
BLEED: 5.75" W x 8.75" H
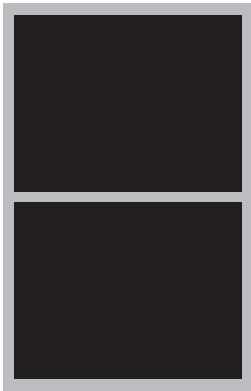TRIM: 5.5" W x 8.5" H
LIVE: 5" W x 8" H

$800
YOU SUPPLY AD

OR

$1100
WE DESIGN AD FOR YOU

• PRIME, FULL PAGE INSIDE COVER, BACK COVER
• FREE WITH PLATINUM SPONSORSHIP
• FREE WITH $25,000 SPONSORSHIP
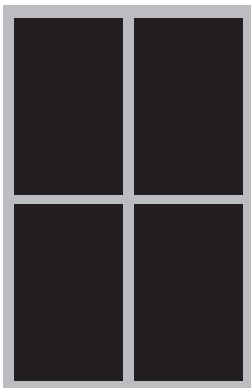
HALF PAGE

DIMENSIONS:
5" W x 3.875" H
NO BLEED

$500
YOU SUPPLY AD

OR

$800
WE DESIGN AD FOR YOU

• FREE WITH $7,500 OR $10,000 SPONSORSHIP
• PRIME PLACEMENT WITH $10,000 CASH SPONSORSHIP

QUARTER PAGE

DIMENSIONS:
2.375" W x 3.875" H
NO BLEED

$300
YOU SUPPLY AD

OR

$800
WE DESIGN AD FOR YOU

• FREE WITH $5,000 SPONSORSHIP

A F M X

ALBUQUERQUE FILM + MUSIC EXPERIENCE

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2 0 1 9   P R O G R A M   B O O K   A D   G U I D E L I N E S

NOTE ALL SUBMITTED ADS MUST BE "CAMERA-READY," OR READY TO PRINT WITH NO FURTHER CHANGES REQUIRED. ADS THAT DO NOT CONFORM TO THE PRESCRIBED SPECIFICATIONS WILL NOT BE PUBLISHED, NO EXCEPTIONS. DON'T HAVE A GRAPHIC DESIGNER? AFMX IS HAPPY TO DESIGN YOUR AD FOR YOU. SEE "AFME AD DESIGN SERVICE" BELOW.

PLACING AN AD CONTACT: ADVERTISING - AFMX   **505-265-RT66 (7866)   INFO@ABQFILMX.COM**

SENDING US FILES   ALL ADS SHOULD BE SUBMITTED ELECTRONICALLY VIA: EMAIL - FILE ATTACHMENT OR EMAIL - CLOUD STORAGE DOWNLOAD LINK EMAIL ADDRESS: **INFO@ABQFILMX.ORG**

AFMX DESIGN SERVICE   WE WOULD BE HAPPY TO DESIGN AN AD FOR YOU. **$300 ONE-TIME FEE**
FREE INITIAL CONSULT • DESIGN REVIEW • 2 REVISIONS • ADDITIONAL DESIGN BILLED @ $75/HOUR (25% DISCOUNT)
CONTACT: **505-265-RT66 (7866)   INFO@ABQFILMX.COM**

AD DEADLINES   ALL ADS FOR PROGRAM MUST BE RECEIVED NO LATER THAN **AUGUST 15 2019** – NO EXCEPTIONS. ADS NOT RECEIVED BY THIS DEADLINE WILL NOT APPEAR IN THE PUBLICATION

A R T W O R K   S P E C I F I C A T I O N S

BITMAP IMAGES

FILE FORMATS ACCEPTED
TIFF▪ JPEG
   (Set compression to highest quality)

RESOLUTION
• At least 300 dpi at 100% Size

COLOR SPACE
• U.S. Web Coated (SWOP) v2 - embed in file
• For black-and-white ads, save as Grayscale

BLEED
• Full page ad only: add 0.125" to all sides
• Don't include crop or registration marks
• For black-and-white ads, save as Grayscale

VECTOR IMAGES

FILE FORMATS ACCEPTED
EPS • PDF (Refer to "PDF Settings")

**RESOLUTION OF
LINKED BITMAP GRAPHICS**
At least 300 dpi at 100% Size

COLOR SPACE
• U.S. Web Coated (SWOP) v2 - embed in file

BLEED
• Full page ad only: add 0.125" to all sides
• Don't include crop or registration marks

FONTS
All fonts should be converted to Outlines

PDF SETTINGS

COMPRESSION SETTINGS
• Set to 300 ppi downsampling
• Image quality set to maximum

COLOR DESTINATION
• U.S. Web Coated (SWOP) v2 - embed in file

BLEED
• Full page ad only: include document bleed
• Don't include crop or registration marks

FONTS
All fonts should be converted to Outlines