

nc healthcare engineers association

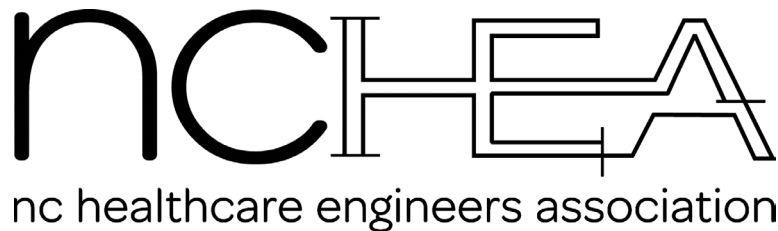
# **2023 NCHEA DIRECTORY AD SPECS**

***Please forward this information to your  
MARKETING TEAM OR GRAPHIC/ADVERTISING TEAM***

***AD DEADLINE JUNE 1, 2023***



**71st NCHEA Annual Conference & Exhibition**  
AUGUST 1-4, 2023 | Benton Convention Center | Winston Salem, NC



**SEND LOGOS NOW  
FOR WEB, APPS, ETC.  
ALL SPONSORS  
300 DPI for printed promotional material  
Due when you register.  
jpg. png. tiff - WEB png or jpg**

**DIRECTORY ADS DUE ON OR BEFORE BY **JUNE 1, 2023****

**SEND to [nchea.vendorchair@gmail.com](mailto:nchea.vendorchair@gmail.com)**

NCHEA Directory is b/w laser copied with a full color matte coated card stock cover.

All BW print ready submissions should be bw/greyscale and should be 300 dpi.

All COLOR print ready submissions should be in four color (CMYK), and images should be scanned at 300 dpi.

File formats accepted: TIFF, EPS, PDF, JPG

All ads must be submitted by the issue deadline and approved by NCHEA.

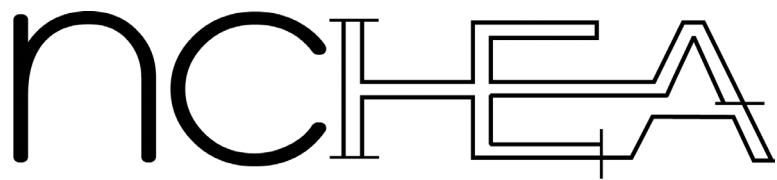
The trim and bleed size plus active area are as follows:

- Trim size: 8" x 11"
  - Bleed Size: .125"
  - Live Area: 0.50" from Trim all around
  - Cover: 3/4" bindery
- (All ads with bleed require a Live Area within)

**Include in your file name the name of our  
company and size of ad:  
ie: **CompanyName\_full page\_NCHEAad****

Back Cover Allow for 3/4" binding on right side of ad - keep within Live Area

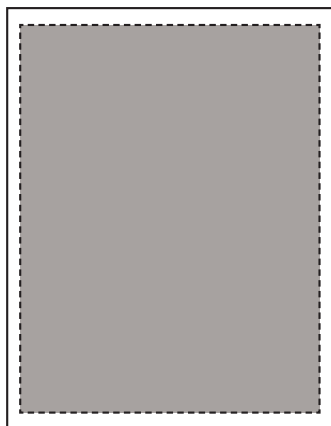
Inside Back Cover allow for 3/4" binding on left side of ad.



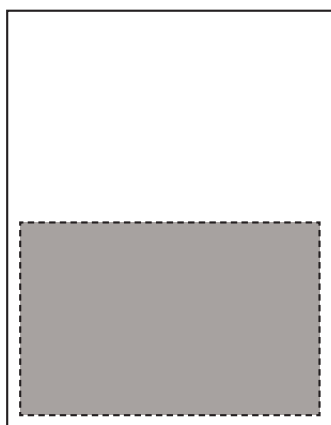
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## DIRECTORY DISPLAY AD SPECIFICATIONS

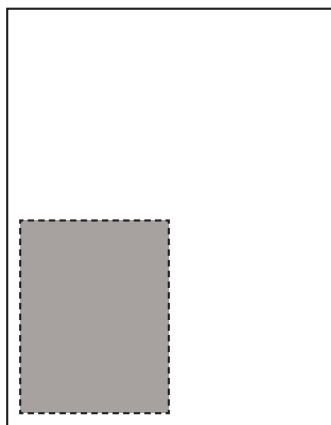
Publication Trim Size: 8"x11"



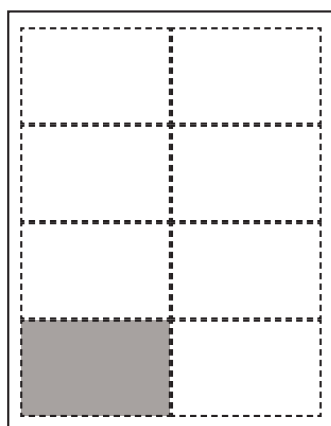
FULL PAGE



1/2 PAGE HORIZONTAL



1/4 PAGE VERTICLE



1/8 PAGE HORIZONTAL

SPACE UNIT	INCHES WIDE	INCHES DEEP
FULL PAGE	8.5	11
1/2 PAGE	7	4.875
1/4 PAGE	3.375	4.875
1/8 PAGE	3.5	2.5

SIZE	LIVE AREA	TRIM	BLEED
Full Page	7.5" x 10.25	8" x 10.75"	8.25" x 11.25"

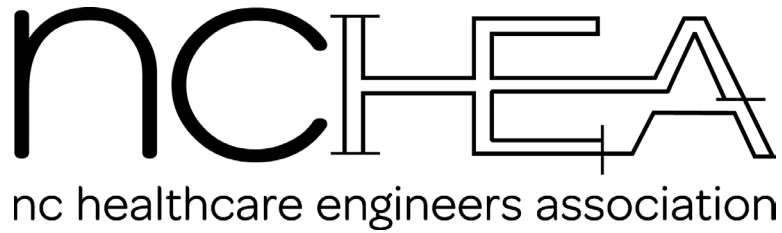
8.5 X 11 Page Fin Cut Size

3/4" BINDERY EDGE (COULD BE EITHER SIDE)

### REQUIRED MATERIALS:

- Digital files are required - PDF/X1-A(2001) is the preferred file format - sized to 100% of mechanical requirements, with bleeds set at .125" (0p9) on all sides for full-page.
- Downsample color and grayscale images to 300 dpi for all images over 300 dpi.
- Files are to be cropped at the bleed edge - do not include color bars, page information, registration, crop or bleed marks when distilling the final PDF.
- Only CMYK files are accepted for publication for color pages.
- The publisher is not responsible for errors due to low-resolution images or improper file preparation, and assumes all supplied advertising files will reproduce in a satisfactory manner. The advertiser, or its agency, will be notified if materials do not pass preflight, and corrective action is required.
- Include in your file name the name of our company and size of ad: ie: CompanyXYZ\_full page\_NCHEAad

**DIRECTORY ADS DUE ON OR BEFORE**  
**BY JUNE 1, 2023**



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**ALL SPONSOR LOGOS** will be added to a Powerpoint loop that will be shown during breakfast and breaks.

**LOGO SPECS:** 300dpi for print - png or jpg for web.

**VIDEO SPECS:** 16:9, 1920 x 1080 or 1280 x 720

**PRIME** sponsors listed below have the added benefit of adding a short video

**KEYNOTE SPONSOR VIDEO - 30 SEC**

**PLATINUM SPONSOR VIDEO - 15 SEC**

**SPECIAL EVENT SPONSOR VIDEO - 15 SEC**