



MINNESOTA **NETWORK** OF
HOSPICE & PALLIATIVE CARE

Advertisement Submission Specifications

Sizes

Full page: 8" w X 10" h

Full page (with bleeds): 9" w X 11.5" h *No live matter within .25" of trim

Half page: 8" w X 4.875" h

Quarter page: 3.875" w X 4.875" h

The Conference Resource Guide will be printed in color.

**Bleeds on covers only; keep live copy .25" from trim of 8.5" w X 11" h*

Mechanical Requirements

Acceptable file format include:

- **PDF files preferred — PDF/X-1a or PDF/X-4** (300 dpi)
- Photoshop flattened TIF or JPG file (300 dpi)
- EPS file (outline fonts)
- Embed all fonts and images. Embedded art must be high-resolution (300 dpi)

Ad must be submitted at 100% of final ad size; no bleed or crop marks should be included with the ad.

All colors must be converted to CMYK.

Delivery

Ad delivery deadline: **February 28, 2020**

Send all graphics to: Julie Morey at julie@laclaregroup.com

Questions

For questions regarding advertising, please contact:

Julie Morey, Director of Operations

The LaClare Group for Minnesota Network of Hospice & Palliative Care

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Ad Acceptance

Minnesota Network of Hospice & Palliative Care (MNHPC) reserves the right to reject for any reason any advertising submission or to require revision to an ad at its discretion. No advertising may state or imply the recommendation, endorsement, or approval of any product or services of the advertiser by MNHPC. All ad submissions must be in final form.