

ADVANCE uses the latest DTP technologies to produce our publications with greater efficiency and an even higher standard in print quality. Our adoption of a complete digital work flow, allows us to have greater flexibility in serving our advertisers. Please take time to review our advertising specifications. If you have any questions or need additional assistance to ensure ad file accuracy, please contact Lindsay Ollock, Advertising Production Coordinator, directly at 800-355-5627 ext 1403.

TRIM SIZE OF PUBLICATION

8 3/8" x 10 1/2"

BLEED

8 7/8" x 11"

BIND TYPE

Saddle-stitched

COLOR

1 Color - Black (K) only, minimum 10% K

IMAGE & TEXT SAFETY

Keep live matter within a 7 1/2" x 10" safety area

MATERIAL SUBMISSION:

Please send ads via email to:
jobfairads@merion.com

Ad files sent to this jobfair ads queue will receive confirmation of receipt. If you do not receive a confirmation that file has been received for review, please contact your account representative. Digital materials are also accepted via FTP or CD ROM (PDF files only).

Send disk and proof to corporate address attn:

Lindsay Ollock, Production Coordinator,
2900 Horizon Drive, King of Prussia, PA 19406.

All electronic ad submissions are reviewed for print specifications. Although ADVANCE makes every attempt to identify all errors in supplied files, the publisher shall assume no responsibility for advertiser supplied files which are incomplete or files not adhering to the publisher's specifications.

In "Subject" field for files sent via e-mail:
Name of Advertiser/Job Fair City/Show Date.

Also include with all submitted files on disk or to ad queue: Advertiser/company name, job fair city and show date, agency name (when applicable), contact person name and contact information (person who submitted file on behalf of advertiser).

FILE FORMAT

Digital data is required for ad submission, presented in a PDF format. Logos will be accepted in Illustrator EPS format. For more information on digital material specifications, please contact Production at 1.800.355.5627 ext. 1403. Some application files in Macintosh platform are still accepted. To find out, call ADVANCE production prior to submitting materials for printing. PC formats not accepted, unless converted to PDF prior to submission.

ELECTRONIC SPECIFICATIONS

- Build document to ad size
- All ads must contain a full background fill. Fill can be graphic image, black or white fill.
- Fractional ads do not bleed and require a border, or background fill as border.
- Full page bleed should extend at least 1/4" per side.
- All elements must be placed in file at 100%. Do not scale in application.
- All required image trapping must be included in file.
- Standard trim, bleed and printer marks with full page ads. No marks included in live image area.
- Scan images and graphics should be no less than 200 dpi and no more than 300 dpi at 100% of printed image size. 133 line screen.
- **ALL COLOR** must be converted to Grayscale mode prior to creating PDF.
- No JPEG or Gif images.
- A total B&W composite proof which represents the final digital file must be supplied to publisher for placement accuracy via fax to 610-270-3184.
- All fonts must be embedded in PDF.

AD SERVICES AND DESIGN

Want to advertise but do not have digital files? ADVANCE can create an ad for you free of charge. Agency commissions do not apply. Contact your sales representative for details. Some restrictions may apply. ADVANCE reserves the right to purge advertisers' materials and digital files stored for a period of 18 months or more from last printed issue date.

SIZES

Program Guide Size.....	8 3/8" x 10 1/2"
Full-Page Bleed.....	8 7/8" x 11"
<i>Live Text safety</i>	7 1/2" x 10"
Full-Page Border.....	7 1/2" x 9 1/4"
2/3 Page Horizontal.....	7 1/2" x 6"
1/2-Page Vertical.....	3 5/8" x 9 1/4"
1/2-Page Horizontal.....	7 1/2" x 4 5/8"
1/3-Page Horizontal.....	7 1/2" x 3"
2 Column x 6".....	3 5/8" x 6"
1/4-Page Standard.....	3 5/8" x 4 5/8"
2 Column x 3".....	3 5/8" x 3"
1/8-Page Horizontal.....	3 5/8" x 2 5/16"

LOGOS

Please supply color and b&w logos if available. Color logos will appear in Job Fair ads running in the ADVANCE print publications and on sponsorship materials. B&W logos will be printed in the onsite program guide. Color logos will be converted to black and white if a black and white logo is not available. Logos in Illustrator EPS format will be accepted at any size. TIFF logos must be a minimum of 300 dpi and a minimum of 3" in height or width to be accepted.

JF Specs 3.20.09