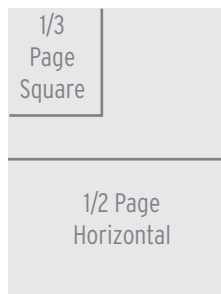
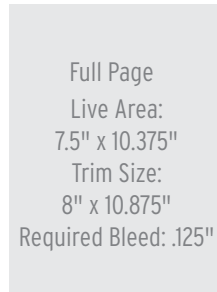


PRINT AD SPECIFICATIONS



AD SIZE	WIDTH	HEIGHT
Spread*	16"	10.875"
Full Page*	8"	10.875"
2/3 Page	4.5"	10"
1/2 Page (Island)	4.5"	7.5"
1/2 Page (Horizontal)	7"	4.875"
1/2 Page (Vertical)	3.375"	10"
1/3 Page (Vertical)	2.1875"	10"
1/3 Page (Square)	4.5"	4.875"
1/4 Page	3.375"	4.875"
1/6 Page	2.1875"	4.875"
Expo Exhibitor Showcase*	5.25"	8.25"

Production Requirements

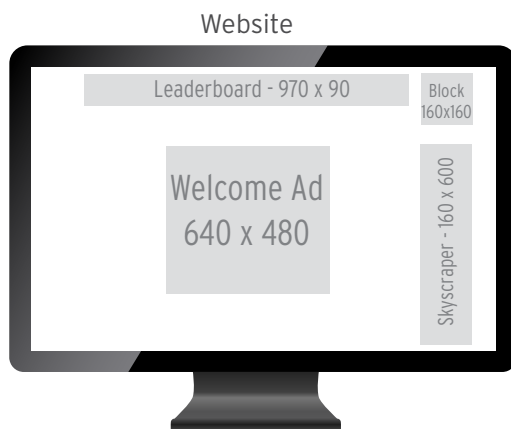
***Live area:** Headlines, body copy, logos, and other critical elements should remain inside the live area to minimize any chance of being trimmed off. Live area must be 0.5" in from trim on all sides (for full page and spread bleed ads only).

Electronic files: Supplied PDF files (CMYK and High Quality Print) are preferred with all high-resolution image data embedded within the file. All fonts must be converted to outlines or paths. Ad files may also be furnished in native application file format where the following programs have been used: Adobe Photoshop, Illustrator, or InDesign. All application files must be accompanied by copies of all linked images and fonts used. All image files used must be in .TIF, .JPG or .EPS format. All files should have an effective resolution of 300 dpi at reproduction size.

Email ad materials to katie.schenk@nwfa.org.

Questions? Call 636.736.5230 or email katie.schenk@nwfa.org

DIGITAL AD SPECIFICATIONS



Website Ad	DIMENSIONS (Width x Height)	FILE SIZE	FILE FORMAT
Welcome Ad	640 x 480	Up to 100 KB	Animated .gif, .gif, .png, .jpg
Leaderboard	970 x 90	Up to 80 KB	Animated .gif, .gif, .png, .jpg
Skyscraper	160 x 600	Up to 80 KB	Animated .gif, .gif, .png, .jpg
Block	160 x 160	Up to 80 KB	Animated .gif, .gif, .png, .jpg

E-News Ad	DIMENSIONS (Width x Height)	FILE SIZE	FILE FORMAT
Leaderboard & Footerboard	500 x 100	Up to 30 KB	.jpg or non-animated .gif
Block	336 x 280	Up to 30 KB	.jpg or non-animated .gif

Custom E-Mail Specs

Keep e-mail at a fixed width of 600 pixels and fixed height less than 800 pixels. Image files for photos must be attached separately and .jpg, .gif, and .eps files are preferred. Images must be at least 72 dpi in resolution. We can accept HTML files that do not contain CSS (cascading style sheets), but it's not the preferred method. When using a style, please use **INLINE STYLES** only; do not use internal or external style sheets. Subject line of 50 characters or less.

Questions? Call 636.736.5230 or email katie.schenk@nwfa.org