

# Connecticut State Dental Association



## Display Advertising Guidelines and Specifications

### THE COMMUNICATOR:

#### Black & White Ads

Full Page - Size 7.5" x 10" No Bleeds

Half Page (Vertical) - Size 3.66" x 10" No Bleeds

Half Page (Horizontal) - Size 7.5" x 4.91" No Bleeds

Quarter Page - Size 3.66" x 4.91" No Bleeds

#### 4 Color Process Ads

Inside Front Cover Full Page - Size 7.5" x 10" No Bleeds

Inside Back Cover Full Page - Size 7.5" x 10" No Bleeds

\*All ads must be submitted as B&W/Greyscale except for the inside front/back cover.

### CSDA MEMBERSHIP DIRECTORY:

#### Black & White Ads

Full Page - Size 7.5" x 10" No Bleeds

Full Page Mylared Tab - Size 7.5" x 10" No Bleeds

#### 4 Color Process Ads

Inside Front Cover Full Page - Size 7.5" x 10" No Bleeds

Inside Back Cover Full Page - Size 7.5" x 10" No Bleeds

Back Cover Full Page - Size 7.5" x 10" No Bleeds

### CSDA ANNUAL MEETING BOOKLET:

#### 4 Color Process Ads

Full Page - Size 7.5" x 10" No Bleeds

Half Page - Size 7.5" x 4.91" No Bleeds

Quarter Page - Size 3.66" x 4.91" No Bleeds

### CSDA.COM WEB BANNERS

Scroll box (Automatically Scaled) - 150 pixels x 150 pixels

All other banners - 234 pixels x 60 pixels

### E-Communicator Banner

Size 234 pixels x 60 pixels

\*File size for all web and E-Communicator banners should not exceed 20 kb.  
Please include the URL for clickable web banners.

### FILE SUBMISSION/ARTWORK FOR ALL ADS:

Work file applications for Windows and Mac:

Windows users MUST convert all text to outline (path).

InDesign CS3

Illustrator CS3

EPS files (supply fonts or convert fonts to path)

PDF (optimized for press)

Photoshop 5 or higher (file must be at least 300 dpi  
or higher at final ad size)

High Resolution PDF

BE SURE TO INCLUDE ALL LINKED FILES AND/OR IMAGES WITH YOUR INDESIGN, ILLUSTRATOR OR EPS FILES. WE DO NOT ACCEPT CORAL, MICROSOFT PUBLISHER WORD OR POWERPOINT FILES. ALL COLOR ADS MUST BE ACCOMPLISHED BY A HIGH RESOLUTION HARDCOPY PROOF.

### MEDIA:

Files should be submitted on CD or files less than 10 mb can be e-mailed to [rsussman@cdda.com](mailto:rsussman@cdda.com).

### MAILING ADDRESS:

CSDA

Attn: Randi Sussman, Communications Manager

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