

2024 – Advertising & Art Specs

The 2024 Ohio Human Resource Conference

MECHANICALS

Final trim: 8.5" X 11" Printing: Offset on 80# Multiart Silk Text, trimmed and saddle-stitched.

AD SPECIFICATIONS, RATES, MATERIAL DUE DATES

- Full page ad: 7.25" x 9.75"
- Half page horizontal: 7.25" X 4.875"
- Quarter page horizontal: 4.875" X 3.325"
- Quarter page vertical: 3.325" X 4.875"
- Business card: 3.5" X 2"
- Materials would be due no later than August 1, 2024



SUPPLIED ARTWORK FOR PROGRAM GUIDE

Scans:

- Supply clean, quality photographs, or slides.
- Any digital images supplied must be 300 dpi and CMYK (cyan, magenta, yellow & black) for full color ads
- Artwork taken from Web pages is not allowed.
(Prescreened artwork is submitted at advertiser's own risk.)

Transfer Disks:

- Artwork should be sent via email to marketing@ohioshrm.org or mgmedoro@aspect-marketing.com.
- Any disk supplied must be on a Mac platform.
- Artwork in an IBM format will not be accepted.
- Fonts used in an EPS must be included (Screen and PostScript).

ELECTRONIC FILES

An electronic file is defined as an advertisement which is sent to Aspect via email as final art. All directions below must be met for Aspect to place the advertisement. Excessive changes/redesign will be subject to additional charges at \$60. per hour.

Ad changes:

- Ads designed in-house have limited changes. (Changes/redesign will be subject to additional charges at \$60. per hour).

Electronic Files – Contents:

- High Res PDF is the preferred format, although EPS, TIFF and JPG can be accepted as well.
- All images should have a resolution of 300 dpi.
(A lower resolution will affect the quality.)

CONTACT INFORMATION

Advertising opportunities in the Ohio HR Conference Program Guide should be directed to Michael Medoro; Aspect Marketing and Communications, Inc 440.899.2242 or mgmedoro@aspect-marketing.com.

MATERIAL SHOULD BE SENT ELECTRONICALLY TO:

mgmedoro@aspect-marketing.com or mailed to:
Aspect Marketing and Communications, Inc.
PO Box 450802
Cleveland, OH 44145-0617

POLICIES

All advertising is subject to publisher's approval regarding content and appearance. The quality of reproduction is contingent upon the quality of materials furnished. Aspect is not responsible for reproduction or positioning if material is received after the closing date. The publisher is not liable for any errors in type set by publisher following proof approval. In the event of any error, the publisher shall be liable for only that portion of the ad which may be in error. Written notice must be given within 10 days of publication. Unless instructions are furnished with orders to return art work at advertiser's expense, the publisher assumes no responsibility for the same, and the advertiser assumes the risk of loss. Any error which does not materially affect the value of the advertisement is not subject to allowance. Publisher will make no allowance for errors not reported within 10 days of publication.