

## Artwork Guidelines, Terms & Conditions

- Artwork must be supplied digitally (flattened .tif, .eps, or uncompressed PDF) and uploaded to Wufoo.
- Artwork must be built in CMYK at a minimum of 300 dpi with a graphic or page layout program.
- Please ensure fonts and links are embedded.
- No photocopies, camera-ready art, film, tear-sheets from previously printed artwork, or faxes accepted.

### Program Guide Specifications:

- 1/10-Page Ad: 3.5" x 2" Horizontal or 2" x 3.5" Vertical  
(Silver and A La Carte sponsors)
- Half-Page Ad: 7.5" x 4.75" Horizontal  
(Gold and A La Carte sponsors)
- Full-Page Ad: 7.5" x 10.5" Vertical. No bleeds.  
(Platinum and A La Carte sponsors)
- Fifty-word company product/service description  
(Platinum, Gold, Silver, and Bronze sponsors)

### Event Mobile App Rotating Banner Ad Specifications:

- (Platinum sponsors)
- Banner ads need to be provided in two (2) dimensions to allow for multiple device settings.
- 640 pixels x 150 pixels
- 552 pixels x 150 pixels
- Must include a corresponding url.

### Logo

- (Platinum and Gold Sponsors)
- Logos must be provided in .eps format and be compatible with Adobe CS6 software.

### Postcard Mailing Specification:

- (Platinum and Gold sponsors)
- 5" x 7" vertical or horizontal, two-sided, full color (no bleed).
- Please leave a 2" wide x 1" tall blank space in the lower right corner of one of the two sides for the event logo.
- There is no need to leave space for a mailing address as the California and Nevada Credit Union Leagues will add a header and footer postcard to the packaging that will hold this information.

### Pathway Wall Signage Specifications:

- (Platinum sponsors)
- 46" high x 36" wide, full-color, full-bleed.

### CU Weekly Newsletter Banner Ad Specifications:

- (Platinum sponsors)
- 160 pixels wide x 160 high; .png, .gif, or .jpg formats acceptable; animation acceptable if file size is small (no more than 400 KB)

### Education & Training Newsletter Banner Ad Specifications:

- (Platinum and Gold sponsors)
- 160 pixels wide x 160 high; .png, .gif, or .jpg formats acceptable; animation acceptable if file size is no more than 400 KB.

### Promotional Portable Water Bottle

- (A la-Carte)
- 1-color imprint, may wrap or be side facing.
- File type must be AI or EPS
- Wrap 7" wide x 2" high
- Side 2 ¾" wide x 3" high

### Ballroom Arches

- (A la-Carte)
- 96" wide x 24" high
- Full color, full bleed

### Artwork due date: Monday, Sept. 25, 2017

The show contact will be provided, via email, with the Wufoo dropbox location for sending artwork.