

MEC Program Spec Sheet

BIO PHOTOS

Please submit the best quality portrait available. Preferred image requirements are: 300 dpi, minimum size 1" x 1.5", JPEG format. Please note: images taken from your website or with a screen-capture tool (i.e. Greenshot) are generally not usable and will result in poor print quality.

BIO DESCRIPTION

Please submit your bio in Word format, between 100-200 words.

LECTURE/PRESENTATION DESCRIPTION

Please submit a description of your presentation in Word format, up to 100 words.

YOUR COMPANY LOGO

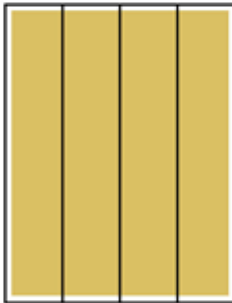
If you are submitting your company's logo, the preferred format is Adobe Illustrator vector with outlined fonts. Also acceptable are high-quality JPEGs (300 dpi). Logos taken from your website or with a screen-capture tool (i.e. Greenshot) are generally not usable and will result in poor print quality.

SUBMIT TO NAN BOLAND: Nan@MissouriEmploymentConference.com

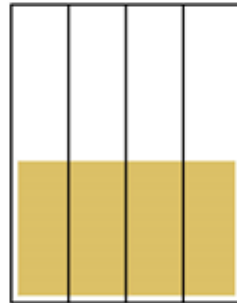
MEC Program Advertising Requirements

Please follow these guidelines if you are submitting an ad for the MEC Program:

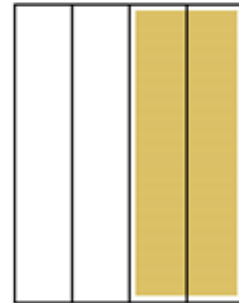
Full Page:
8"w x 10.5"h



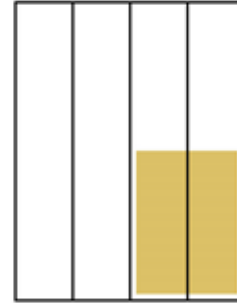
Half Page (H):
8"w x 5.125"h



Half Page (V):
4"w x 10.5"h



Quarter Page:
3.875"w x 5.125"h



AD SUBMISSION GUIDELINES

- Ad materials must be supplied in PDF x1-a (2001) High Quality Print format. Note that this format is an output option in InDesign and will embed fonts and flatten transparencies automatically.
- For optimal reproduction, maximum total ink density of 300% is recommended.
- Images must be high resolution (300 dpi).
- You may include a border, but do not output with trim marks or bleeds.
- Color space must be CMYK or Grayscale. No spot colors, RGB, LAB color or embedded color profiles.
- All fonts must be embedded or outlined before converting to PDF format.
- Minimum size of type intended to knock out is 8pt.
- Please submit ad materials through our advertising agency, Oglesby Creative Group.

Send files to:

jim@ocgroupllc.com

QUESTIONS/ADDITIONAL INFORMATION

Please submit any questions to:

Nan Boland
Missouri Employment Conference
Nan@MissouriEmploymentConference.com
515.331.9020