



# VIRGINIA PRESENTERS & PERFORMERS EXCHANGE

## VPPE AD RATES & SPECS

<p>FULL PAGE 7.5 x 10"</p>	<p>HALF PAGE VERTICAL 3.75 x 10"</p> <p>HALF PAGE HORIZONTAL 7.5 x 5"</p>
<p>QUARTER PAGE VERTICAL 3.75 x 5"</p>	<p>QUARTER PAGE HORIZONTAL 7.5 x 2.5"</p>
<p>EIGHTH PAGE HORZ. ONLY 3.75 x 2.5"</p>	

**PDF — Preferred format for file submissions.**

- Adobe InDesign CS3
- All graphic files must be linked to document.
- All elements must be placed at 100%.
- Do not nest EPS files in other EPS files.
- Do not check the spot color box in the color palette; colors must be CMYK.
- Note: We will accept files created in Quark but those files must be submitted as a PDF.*
- Fonts: All fonts (printer & screen) must be included.

**Adobe Illustrator**

- Fonts must be converted to outlines.
- Elements must be placed at 100%.
- All imported files must be embedded, not linked.
- Save file as a CMYK EPS.

**Adobe Photoshop**

- Rasterize all text.
- Resolution must be 300 dpi.
- Save file as CMYK; one-layer; PSD, JPEG or EPS.

**Colors**

- We only accept CMYK.
- Make sure process is checked for all process color builds.

**Photographs**

- Scan full size at 300 dpi; save as PSD or JPG. (72 dpi images from a website are NOT acceptable.)
- Color images must be converted to CMYK format; B&W should be grayscale or bitmap.

**Line art**

- Scan full size at 1200 dpi; save as EPS or TIF.

**Accepted media**

- CD, DVD
- E-mail – 9 MB or smaller
- vppe@theartscouncil.org

Full Page: \$500  
Half Page: \$350  
Quarter Page: \$250  
Eight Page: \$150

Inside Front: \$1000  
Back Cover: \$950  
Inside Back: \$900

