



**Full page (FP)**  
Live area: 6" x 9"  
Safe area: 5" x 8"  
Bleed: 0.25" on all sides



**Half page (HP)**  
Live area: 5" x 3.75"  
Bleed: no bleed



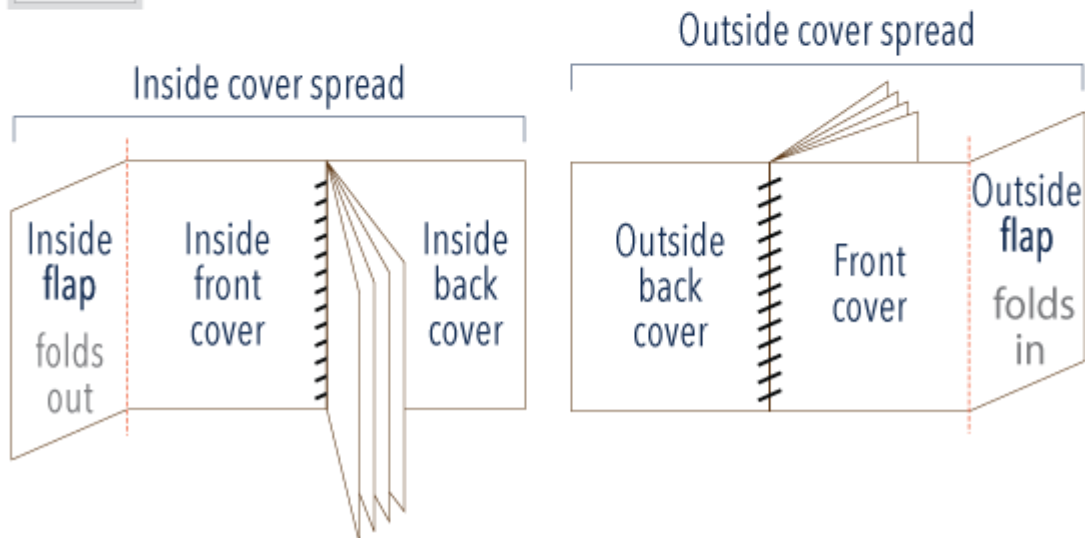
**Quarter page (QP)**  
Live area: 2.25" x 3.75"  
Bleed: no bleed



**Back cover (inside or outside)**  
Live area: 6" x 9"  
Safe area: 5" x 8"  
Bleed: 0.25" on all sides



**Front cover (inside, no flap)**  
Live area: 6" x 9"  
Safe area: 5" x 8"  
Bleed: 0.25" on all sides



### Format

Ads must be submitted as PDF files.

Ads must have print-quality resolution of at least 300 dpi.

Bleeds are available for Program and Exhibit Guide full-page and cover advertisements only.

Please carefully note the live image area specified in the table above.

### Color specifications

Submit color ads using CMYK process builds only. We will not accept spot colors.