

# TRIBUTE AD ARTWORK SPECIFICATIONS AND SUBMISSION INSTRUCTIONS

## DEADLINE: APRIL 24, 2018

Thank you for your support of the 2018 EDGE Awards! You may provide your copy/message for a **Template Ad** (we create), or submit a **Custom Ad** (you create) per our production specifications.

### CONSIDERATIONS FOR AD COPY

- Congratulations to award winners:  
 LIFETIME ACHIEVEMENT ..... **Charles D. Morgan**  
 CORPORATE HERITAGE ..... **Merkle**  
 CORPORATE DISRUPTOR ..... **Fluent**  
 FINANCIAL INNOVATOR..... **Dr. Charles W. Stryker**  
 RISING STARS..... **TBA**
- Acknowledge efforts of Marketing EDGE
- "From your friends at *Company, Phone, Website*"

### CUSTOM AD

#### MECHANICAL REQUIREMENTS

- PDF format only (no flat artwork). Please export with **Press Quality** preset (minimum 300 DPI/133 line screen; CMYK colors; fonts embedded). NO crop or other printer's marks required.
- Image resolution must be at least 300 dots per inch (DPI) at the final output size.
- Set up document using CMYK colors for color ads and greyscale for B/W ads.
- Do not submit native files from software such as Illustrator, InDesign, Photoshop, QuarkXPress, CorelDRAW, Publisher, Word, etc.
- Additional fees may be incurred if requirements are not met and submitted file needs to be adjusted for output.

#### FILE SUBMISSION

Upload PDF files at [advertising.EDGEAwards.org](http://advertising.EDGEAwards.org).

### TEMPLATE AD

Please submit your ad copy/message—**25 words or less**—along with company information (e.g. phone, website, etc.) at [advertising.EDGEAwards.org](http://advertising.EDGEAwards.org). See below for sample layouts, final design may vary.

**AD SIZES** / Booklet Trim Size—5.5" x 8.5" ————— / Bleed Size—5.75" x 8.75" - - - - - / Live Area—5" x 8" - - - - -

**Platinum Tribute Ad**  
 Full-page 4/C; full bleed  
 5.75" x 8.75"

**Gold Tribute Ad**  
 Full-page 4/C; no bleed  
 5" x 8"

**Silver Tribute Ad**  
 Full-page B/W; no bleed  
 5" x 8"

**Friend Tribute Ad**  
 Half-page B/W; no bleed  
 5" x 3.875"



For additional information, please contact Amy Sigona at [ASigona@marketingEDGE.org](mailto:ASigona@marketingEDGE.org) or 212.790.1481.

**THANK YOU FOR YOUR CONTRIBUTION AND SUPPORT!**