



San Francisco Bay Area Chapter

Ad Production Specifications

On behalf of the San Francisco Bay Area Chapter of NAIOP, thank you again for your sponsorship of the Real Estate Challenge or Lifetime of Building Awards event.

The print directives for the production and transmission of your ad that will appear in the program are as follows:

DEADLINE for your ad will be four to six weeks prior to the event.

PRINTER SPECIFICATIONS

Page Size:	5-1/2" X 8-1/2"
Image Area:	4-1/2" X 7-1/2" full page 4-1/2" by 3-1/2" half page
Line Screen:	150
Color:	All ads will be printed in black ink on white
Format:	PC formatted Adobe Illustrator EPS is preferred, but any format can be accepted

ALSO INCLUDE A HIGH-RESOLUTION PDF OF YOUR AD WITH THE ORIGINAL FILE

- Digital files **MUST** include **ALL** fonts used – printer and screen
- Digital files **MUST** include **ALL** original placed and linked graphics
- All art should be properly sized, finished and ready to print

Please forward your ad to Lisa Brown: lisa@lisabrown-communications.com. If you need assistance in producing your ad, please contact her directly. An ad with copy and logo can be produced on your behalf for a nominal fee.

Thank you again for your sponsorship and we look forward to seeing you at the event!

Program Chair
NAIOP/SFBA Chapter