



COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION  
SAN FRANCISCO BAY AREA CHAPTER

## Ad Production Specifications

On behalf of NAIOP San Francisco Bay Area Chapter, 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: High-resolution Adobe PDF*

- 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: [admin@naiopsfba.org](mailto:admin@naiopsfba.org). 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