



AD IN GUIDE (Subject to availability)
(Diamond and Platinum Sponsors ONLY)

Full-page, 4-color, Sponsor-provided ad in the Program Guide

AD SPECIFICATIONS/ACCEPTABLE FILE FORMATS:

- Trim size: 5" Wide x 7" High
- Full page, live area: 4" Wide x 6" High
- Full page, bleed: 5 ¼" Wide x 7 ¼" High

ELECTRONIC AD FILE SUBMISSION:

- Software: QuarkXPress (up to Version 9), InDesign (up to Version CC).
- Illustrator (up to Version CC), Photoshop (up to Version CC).
- High resolution print-ready PDFs (no smaller than 300 dpi, CMYK) with fonts embedded, .125" bleeds and crop marks to show finished size are also acceptable.
- Please include all images, fonts and miscellaneous linked files. Acceptable electronic file formats are TIFF, JPEG, or EPS.

DEADLINES AND SUBMISSION INSTRUCTIONS:

Submit your low resolution PDF to the link below by **August 14th, 2015**.

<https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm>

Once IBM approval has been received, submit your high-resolution file to the link below by **September 4th, 2015**.

<https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm>

FOR MORE INFORMATION:

If you have any questions after your sponsorship is secured, please send an email to InsightFulfillment@gpj.com.