

2017 LUMEN JOURNAL Advertising Requirements

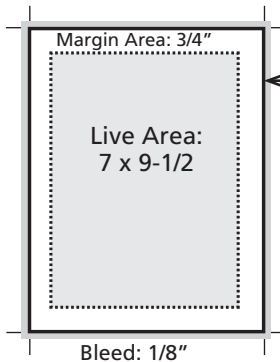
Advertising Material Due: May 5, 2017

Email Ads to: LumenAds@iesnyc.org

Ad Requirements:

- Black and White / Grayscale
- Effective resolution 300 DPI or better
- Please include all fonts and images if submitting a psd or indesign file
- ACCEPTED FILE FORMATS: TIFF, EPS, JPG, PDF

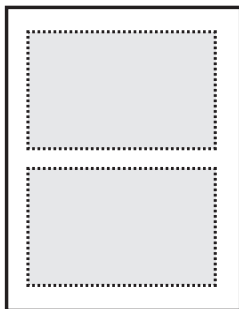
Ad Sizes



Full Page

← Trim Size: 8-1/2 x 11

- Live Area: 7 x 9-1/2
Allow for 3/4" Margin Size inside trim area
- *Type or Logos should not be in the margin area
- Bleed: 1/8" *Please add crop marks



Half Page

Ad size: 7 x 4-1/2