39th National
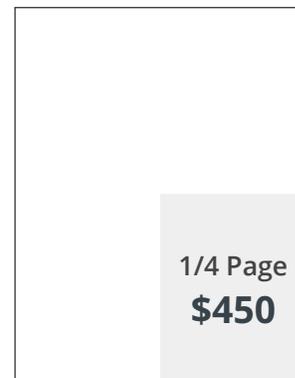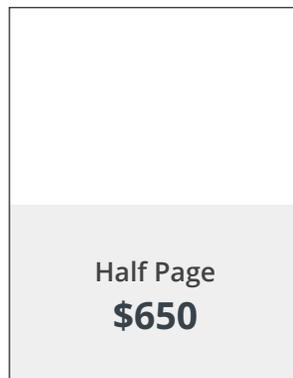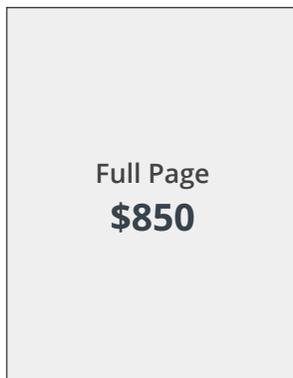# CHILD NUTRITION CONFERENCE
CACFP · AFTERSCHOOL MEALS · SUMMER FOOD

Conference Program Ads (print & digital)

Drive traffic to your booth or let attendees know about your great products and/or resources. The conference program, available both in print and digitally, provides all the important information that each attendee needs to know: schedule, speakers, workshop descriptions, special events and more. Choose from three program ad sizes: full page, half page and quarter page.

Full Page
$850

Half Page
$650

1/4 Page
$450

What to Know:

Conference program pages are **8.5 inches wide by 11 inches tall**, with printed color and images extending all the way to the edge of the paper.

All images submitted must be full bleed, which means that the design will have a **.125" margin** around all edges that the content will bleed into. Because a 100% consistent cut is not guaranteed in the printing and assembly process of the program, a full bleed ensures that your advertisement goes completely to the edges of the page.

Your submitted images should reflect this in size.
- A full-page ad will actually be 8.75" x 11.25"
- A half-page ad will actually be 8.75" x 5.75"
- A quarter-page ad will actually be 4.50" x 5.75"

For half-page and quarter-page ads, we will trim the excess bleeds that sit inside the page to keep the design as intended.

You must also establish a **.25" margin** on all sides of the interior of the page to ensure that text does not fall too close to the edges. *To clarify, these margins will sit .375" inside the entirety of the actual image size.*
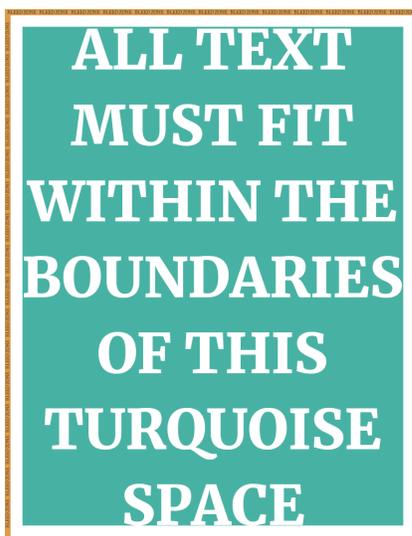
See the examples provided to the right for a reference on how your advertisements should be laid out.

You can also download transparent templates that we've provided that will help you ensure that your ads stay within the appropriate margins.

Bleed Zone: Do not include any part of an image (faces, logos, etc.) in this section that needs to be visible in the final ad.

Text Zone: Keep all text in this boundary.

Please submit high-resolution images, between 72-300 DPI. Accepted file formats are .jpg, .png, .ai and .pdf.

Quarter Page

ALL TEXT MUST FIT WITHIN THE BOUNDARIES OF THIS TURQUOISE SPACE

ALL TEXT MUST FIT WITHIN THE BOUNDARIES OF THIS TURQUOISE SPACE

ALL TEXT MUST FIT WITHIN THE BOUNDARIES OF THIS TURQUOISE SPACE

Full Page

Half Page