

## GREEN CROSS FOR SAFETY SPECIFICATIONS + ADVERTISING POLICY

### FORMAT

PDF (Prepress high resolution, PDF/X-1a preferred), JPEG, TIFF and EPS files accepted.  
 EPS is preferred file type for logo file submissions. **INCLUDE** crop marks and bleed.

### FONTS

All fonts must be embedded within PDF files. If using black type, please be sure to produce at 100% black.

### COLOR & RESOLUTION

CMYK or B&W (depending on the level of sponsorship). RGB and PMS colors will be automatically converted.  
 PMS (spot) colors detected in preflight will be printed as four-color process match.  
 Minimum resolution for all images is 300 dpi. Images and logos from websites are not acceptable.

### FTP SUBMISSION

Submit file to: <https://nscftp.nsc.org/> User: **GCSponsors** Pass: **gc4NSC15**

AD SIZE	LIVE AREA	BLEED
16.5" x 10"	16.5" x 10" with gutter space set at least .375" for the spine.	Gutter only
7.5" x 10"	7.5" x 10"	No
7.5" x 5"	7.5" x 5"	No

