

# O'REILLY/CMP CONFERENCES SPECS FOR SPONSOR ADS

Final trim size of program or ad booklet is 8 1/2" x 11"

## TWO-PAGE SPREAD

Trim size: 17" W x 11" H

Without bleed: 16" W x 10" H

With 1/8" bleed included: 17-1/4" W x 11-1/4" H.

LIVE AREA for full-bleed ads to be no larger than 16" X 10".

## FULL\_PAGE ADS

Trim size: 8-1/2" W X 11"H

Without bleed: 7-1/2" W X 10" H

With 1/8" bleed included: 8-3/4" W X 11-1/4" H.

LIVE AREA for full-bleed ads to be no larger than 7-1/2" X 10"

## HALF-PAGE ADS

All half-page ads to be in horizontal format.

7-1/2" W X 4-7/8" H

## QUARTER-PAGE ADS

All quarter-page ads to be in vertical format.

3-5/8" W X 4-7/8" H

## SOFTWARE

Our *first preference* is for ads to be submitted in PDF/X-1a format with crop marks and bleed marks included.

Other acceptable formats include:

- Adobe InDesign CS in Macintosh format. Please outline all fonts and include links.
- Adobe Illustrator CS. Please outline all fonts and embed links.

## PROOFS

If sending files other than PDFs electronically, please include a PDF of the final artwork.

If sending files via mail, please include a laser print of the final artwork.

## SUBMISSION

Please email electronic files to [web2ads@oreilly.com](mailto:web2ads@oreilly.com)

CDs or disks may be sent to: O'Reilly Media, Inc.  
Attn: Marketing Design  
1005 Gravenstein Hwy North  
Sebastopol, CA 95472  
Email: [web2ads@oreilly.com](mailto:web2ads@oreilly.com)

## FTP INSTRUCTIONS

domain: <ftp.oreilly.com>

path: /incoming

anonymous

- If using Fetch leave username: Blank and password: Blank
- Please make sure your files are zipped, and send an email to [projects@oreilly.com](mailto:projects@oreilly.com) letting us know what your file is titled.