

2024

State Energy Conference of North Carolina

Connecting North Carolina's diverse energy economy



GUIDELINES FOR PROGRAM BOOKLET ADS

Submission deadline: **March 29, 2024**

Below are the technical specifications for the various ad sizes (**Width x Height**).

Full page ad: \$1,000

- 7.5" x 10"

2/3 page ad: \$1,000 (included with Leadership Sponsors)

- 7.5" x 6.6"

1/2 page ad: \$500 (included with Diamond Sponsors)

- Horizontal: 7.5" x 4.875"
- Vertical: 3.6" x 10"

1/3 page ad: \$400 (included with Platinum Sponsors)

- Horizontal: 7.5" x 3.17"

1/4 page ad: \$250 (included with Gold Sponsors)

- Horizontal: 7.5" x 2.3125"
- Vertical: 3.6" x 4.875"

Print files should be in **CMYK** color space. Preferred file format is **PDF**

Quality disclaimer: We cannot guarantee the quality of the printing if files are not high-resolution: at least 300 ppi at printed size.

More information next page *

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GUIDELINES FOR PROGRAM BOOKLET ADS AND LOGOS

Submission deadline: **March 29, 2024**

We are pleased to have your organization as an active participant in the success of the North Carolina State Energy Conference. The program book for this conference is 8.5" x 11" and printed in full color.

All conference sponsors have the option of having their logo in the program book. If you have not already done so, please send your logo by email to (shannon_helm@ncsu.edu). The required file type for a logo is a vector .eps or .ai (Adobe Illustrator). All fonts should be outlined. We cannot guarantee the printed quality of your logo if you supply a .jpg or a .png file, or any other file type other than a vector .eps or .ai.

If you are taking advantage of advertising space in the program booklet please see the specifications below. The print run is usually 1000. A PDF version of the program booklet is posted on the conference website during the conference and may be linked for up to three years after the conference has convened.

Below are the technical specifications for the various ad sizes (Width x Height).

Full-page ad: \$1,000

- 7.5" x 10"

Half page ad: \$500 (or included for Leadership Level Sponsors)

- Horizontal: 7.5" x 4.875"
- Vertical: 3.6" x 10"

Third page ad: \$400 (or included for Platinum Level Sponsors)

- Horizontal: 7.5" x 3.17"
- NOTE: This format is not available in a vertical.

Quarter page ad: \$250 (or included for Gold Level Sponsors)

- Horizontal: 7.5" x 2.3125"
- Vertical: 3.6" x 4.875"

Business card ad: \$200

- 3.625" x 2.32"

All files should be in CMYK color space. Preferred file format:

- High-Resolution.pdf (highly preferred)
- Photoshop document (.psd)
- Adobe Illustrator (.ai)
- Adobe InDesign (.indd)

Make sure that all images are high-resolution and if you send a Photoshop, Illustrator or InDesign file, all fonts need to be outlined. We cannot guarantee the quality of the printing if files are not high-resolution: at least 300 ppi at printed size.