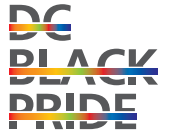
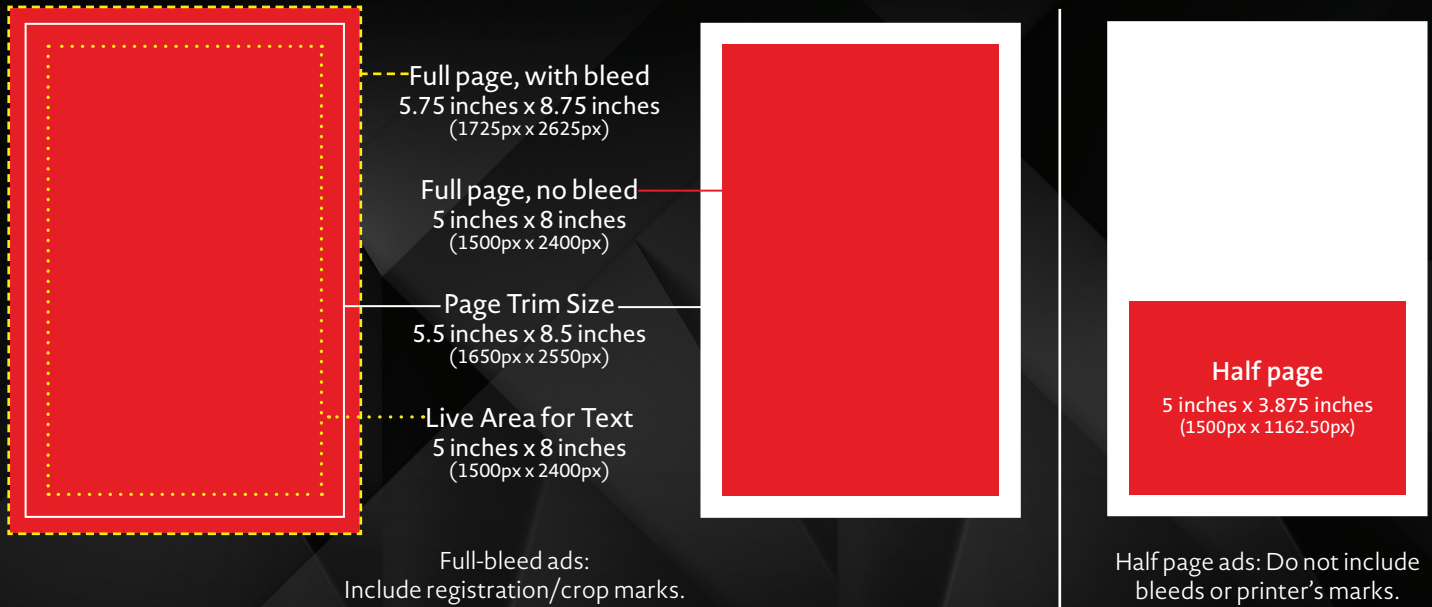


2024 DC Black Pride Guide Ad Specifications Sheet



Ad Dimensions



Double-check ad sizes before preparing files.

Specifications for Ad Submission

- Ads must be submitted electronically and ready to print without the need for additional edits.
- For full bleed, crop/registration marks and color bars must be outside the bleed area (offset by 1/4").
- No bleeds for half page ads.

Color and ink

- Convert all colors to 4-color process (CMYK) — all photos, logos, graphics and type.
- PMS/spot and RGB colors are not accepted. Convert all color elements to CMYK.

Accepted formats

Portable Document Format (PDF)

- PDF images with 300 DPI resolution
- All fonts embedded

Encapsulated Postscript Vector (EPS)

- EPS with 300 DPI resolution
- All fonts converted to outlines
- CMYK color mode

Joint Photographic Experts Group (JPG or JPEG)

- JPG with 300 DPI resolution
- CMYK color mode

Microsoft Publisher (PUB, PUBX), Microsoft Word (DOC, DOCX) and Microsoft PowerPoint (PPT, PPTX) files **will not be accepted**. Save/export PUB, DOC and PPT files as PDF for submission.

The Center for Black Equity reserves the right to reject any advertisement that is inconsistent with the organization's mission.

Ads that are not to specifications will not be published.

Submission Deadline: Friday, May 17, 2024. Submit ads to dcbp-ads@centerforblackequity.org