

American Guild of Organists

Boston 2014

program book advertising,
templates, and specifications

When submitting ads, please be sure they conform to the following specifications and formats:

First, choose a size and orientation from the following pages, and specify whether your ad will be full-color or 2-color. Ideally, these will be submitted as high-resolution PDFs, though it is acceptable to submit native files created in either Adobe InDesign or Microsoft Word. In the latter cases, all fonts must be included or converted to outlines, all embedded photos and graphics must be included, and files must be compressed.

If desired, we can design and produce an ad for you for an additional fee. Send any inquiries (and all pertinent art and copy) to: Michael Mauceri, *emdesign, inc.*: michael@emdesigninc.com.

Please contact Didier Grassin, the Program Book Chair, at programbook.ago2014.boston@gmail.com with any other questions.

Thanks! See you in Boston!

Full Page Ad

*With Bleed**

(shown in gray)

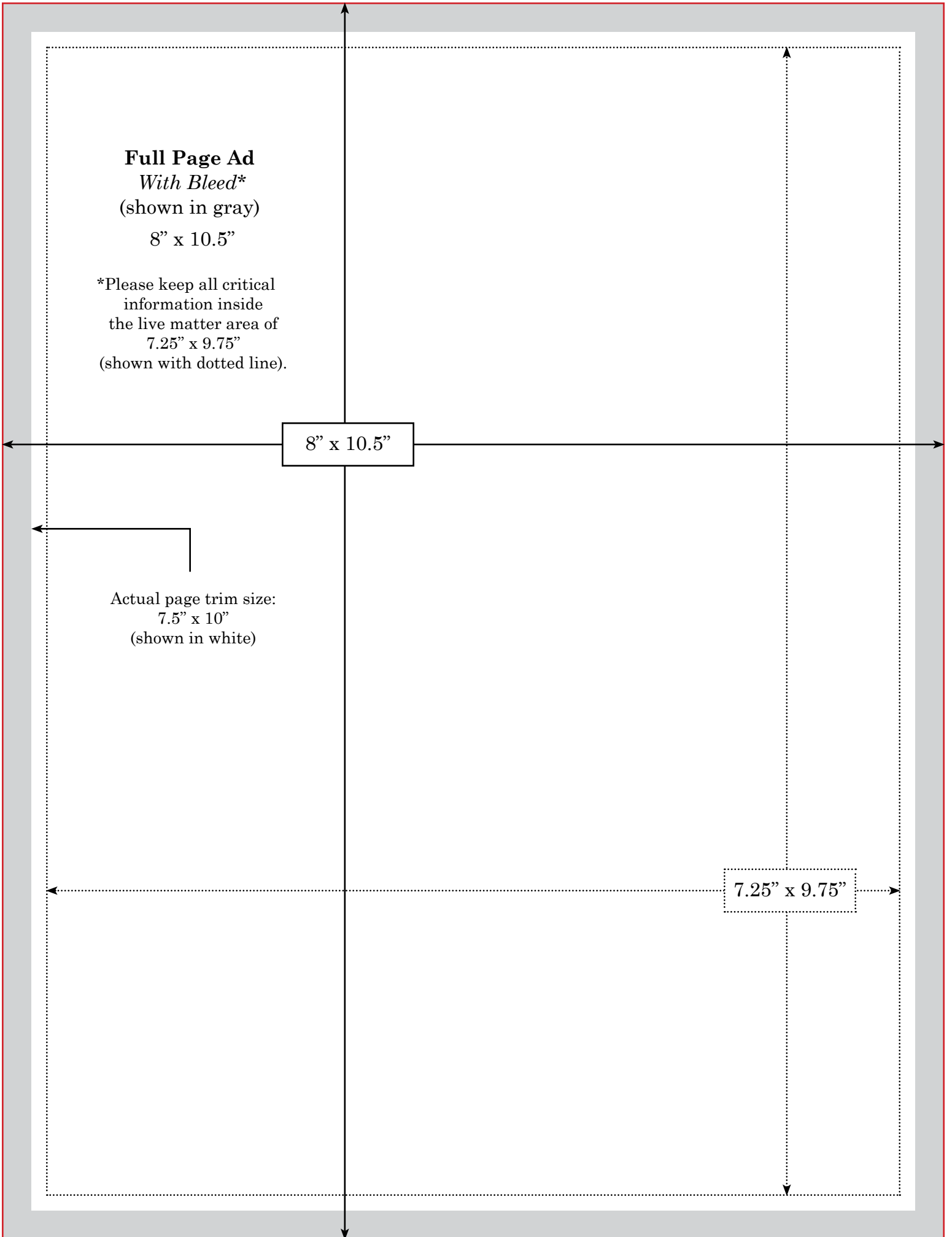
8" x 10.5"

*Please keep all critical
information inside
the live matter area of
7.25" x 9.75"
(shown with dotted line).

8" x 10.5"

Actual page trim size:
7.5" x 10"
(shown in white)

7.25" x 9.75"

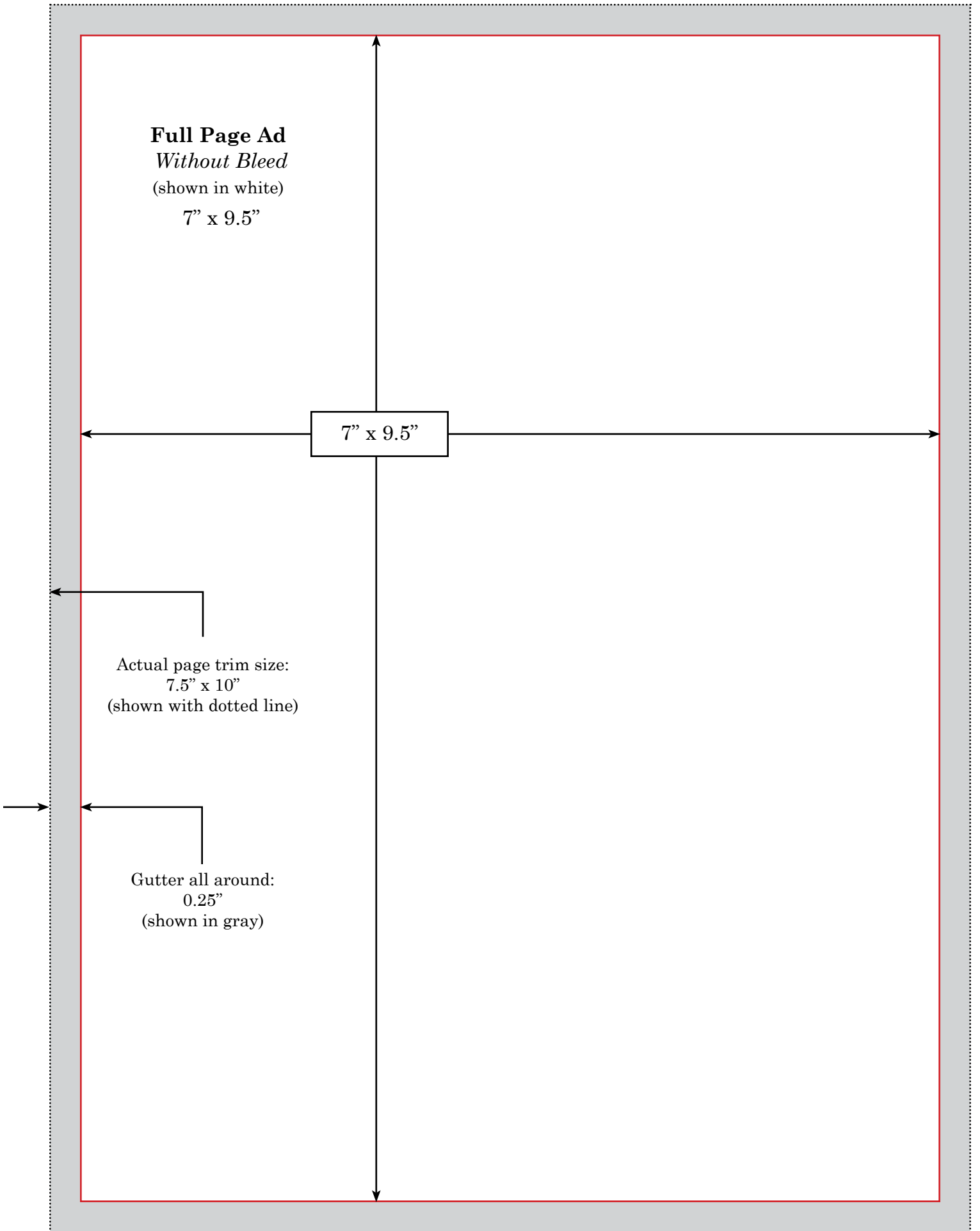


Full Page Ad
Without Bleed
(shown in white)
7" x 9.5"

7" x 9.5"

Actual page trim size:
7.5" x 10"
(shown with dotted line)

Gutter all around:
0.25"
(shown in gray)



**Horizontal
Half-Page Ads**

(shown in white)

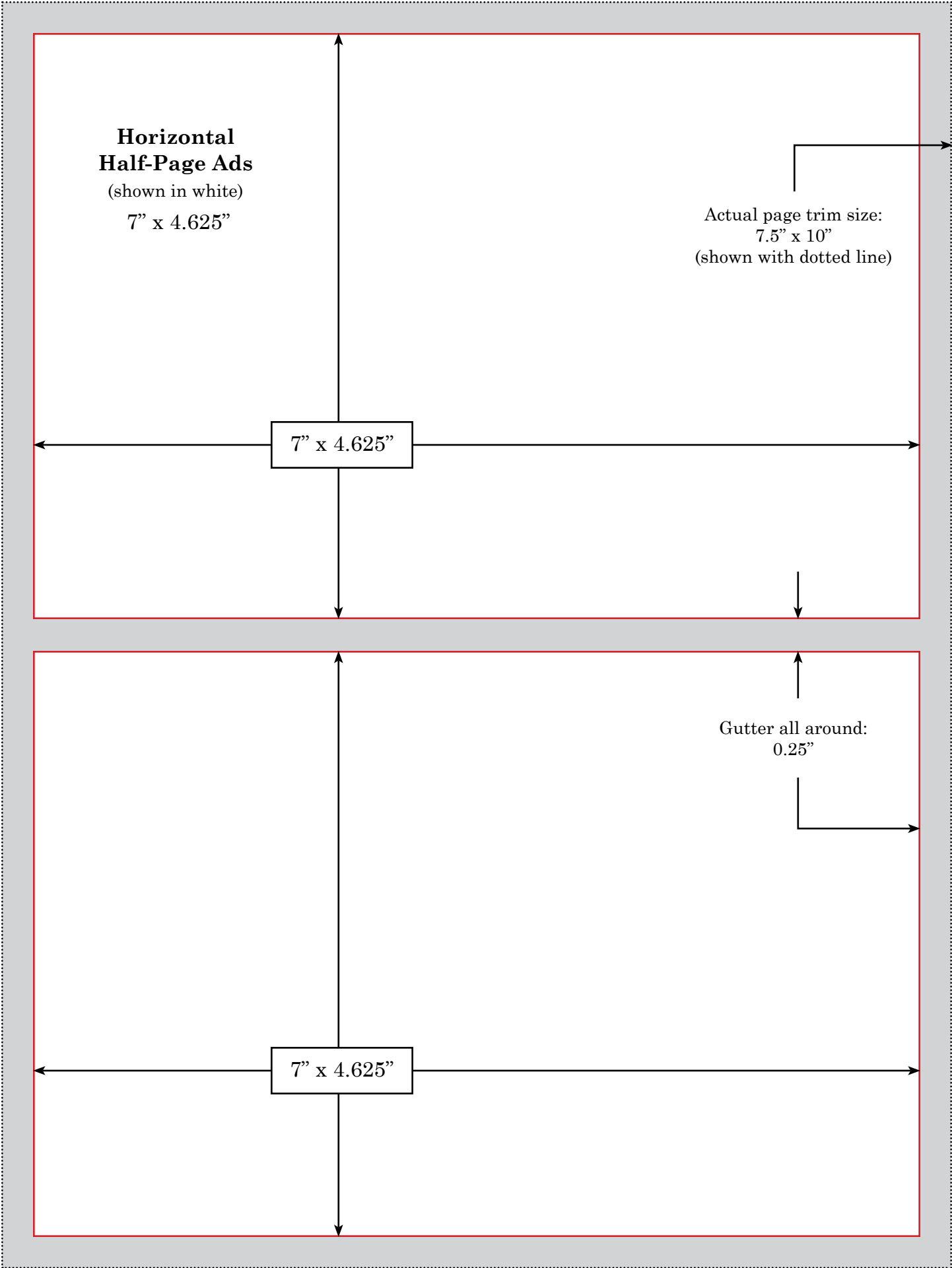
7" x 4.625"

7" x 4.625"

Actual page trim size:
7.5" x 10"
(shown with dotted line)

Gutter all around:
0.25"

7" x 4.625"



**Vertical
Half-Page Ads**

(shown in white)

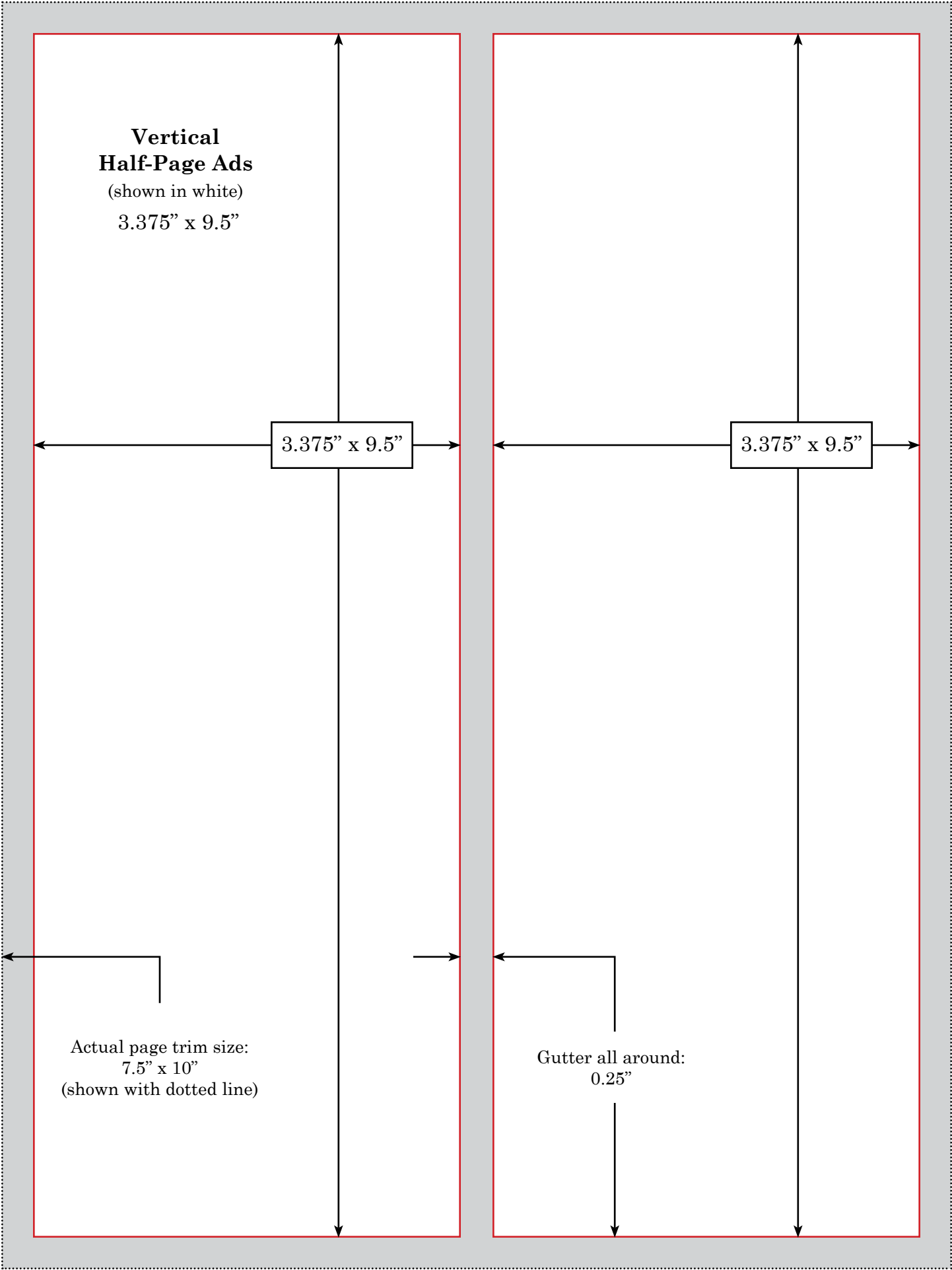
3.375" x 9.5"

3.375" x 9.5"

3.375" x 9.5"

Actual page trim size:
7.5" x 10"
(shown with dotted line)

Gutter all around:
0.25"



Quarter-Page Ads

(shown in white)

3.375" x 4.625"

3.375" x 4.625"

3.375" x 4.625"

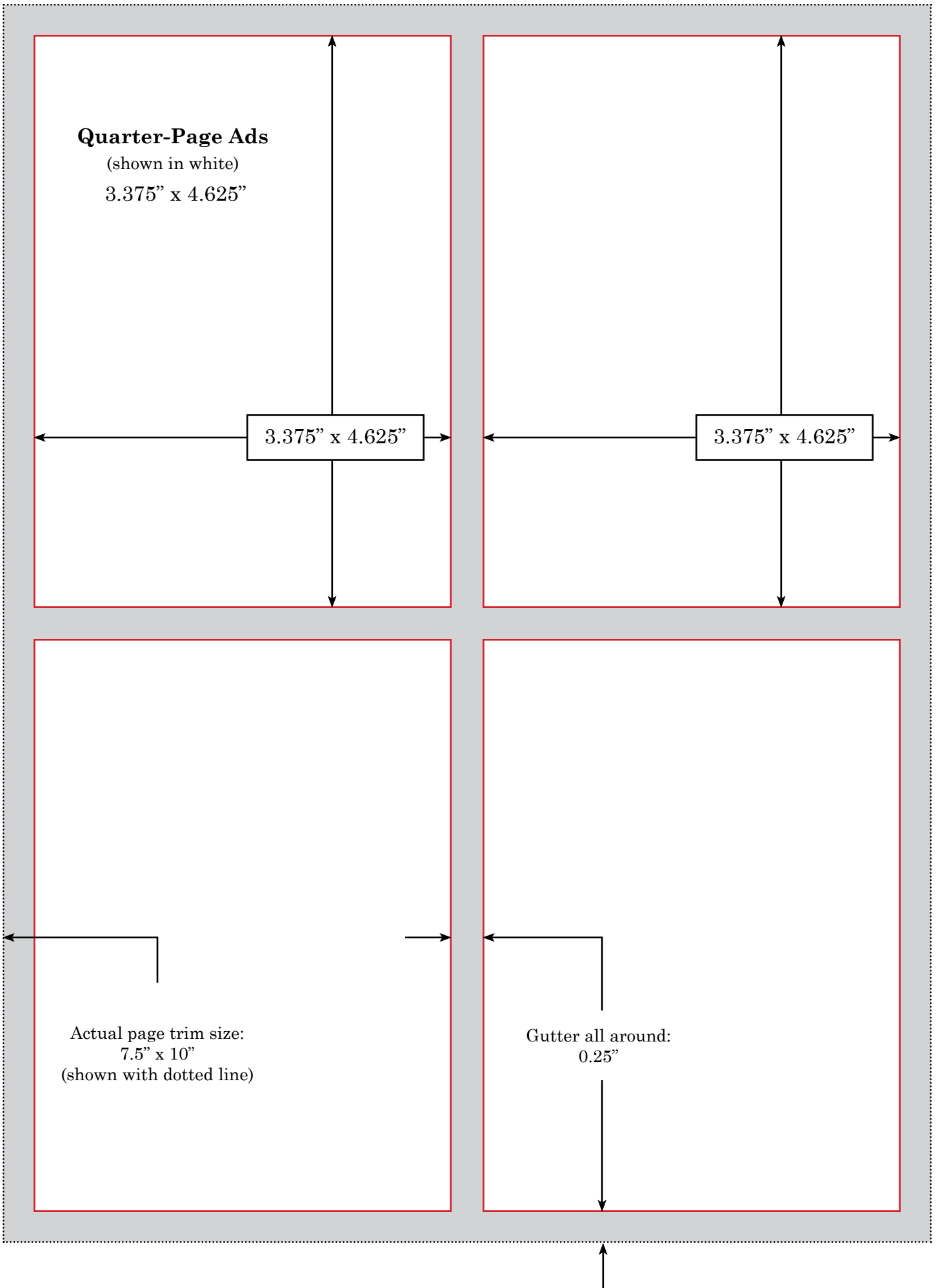
Actual page trim size:

7.5" x 10"

(shown with dotted line)

Gutter all around:

0.25"



**Vertical
Half-Page Ads**

(shown in white)

3.375" x 9.5"

**Horizontal
Business Card Ads**

(shown in white)

3.375" x 1.8125"

3.375" x 9.5"

Gutter: 0.25"

Gutter: 0.125"

Gutter: 0.375"

Actual page trim size:
7.5" x 10"
(shown with dotted line)

