

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

SAN FRANCISCO BAY AREA CHAPTER

NAIOP San Francisco Bay Area Chapter 35th Annual Real Estate Challenge April 24, 2024 | Intercontinental Hotel San Francisco

ADVERTISING & LOGO SPECIFICATIONS

ADVERTISING SPECIFICATIONS

Sizing: Program trim size is 5.5" W x 8.5" H, saddle stitch binding
Bleed: No bleed
Live area: 4.5" W x 7.5" H
Resolution: 300 dpi
Ink: Black & white

FORMAT

- Press-optimized Adobe PDF with all fonts and images embedded.
- Ads must be set to appropriate dimensions. All fonts (printer and screen), graphics (line art or halftone with high-resolution image in place) and EPS, TIFF, or JPG files must be embedded.
- All colors and images must be converted to Grayscale.
- All images must be 100% of size and minimum of 300 dpi (half-tones) and 1200 dpi (line art).

Advertisements for the NAIOP SFBA 35th Annual Real Estate Challenge program must adhere to the dimensions above (see diagram to the right). If an advertiser submits an advertisement in a size other than what is stated above, NAIOP reserves the right to alter it to fit the space specified.

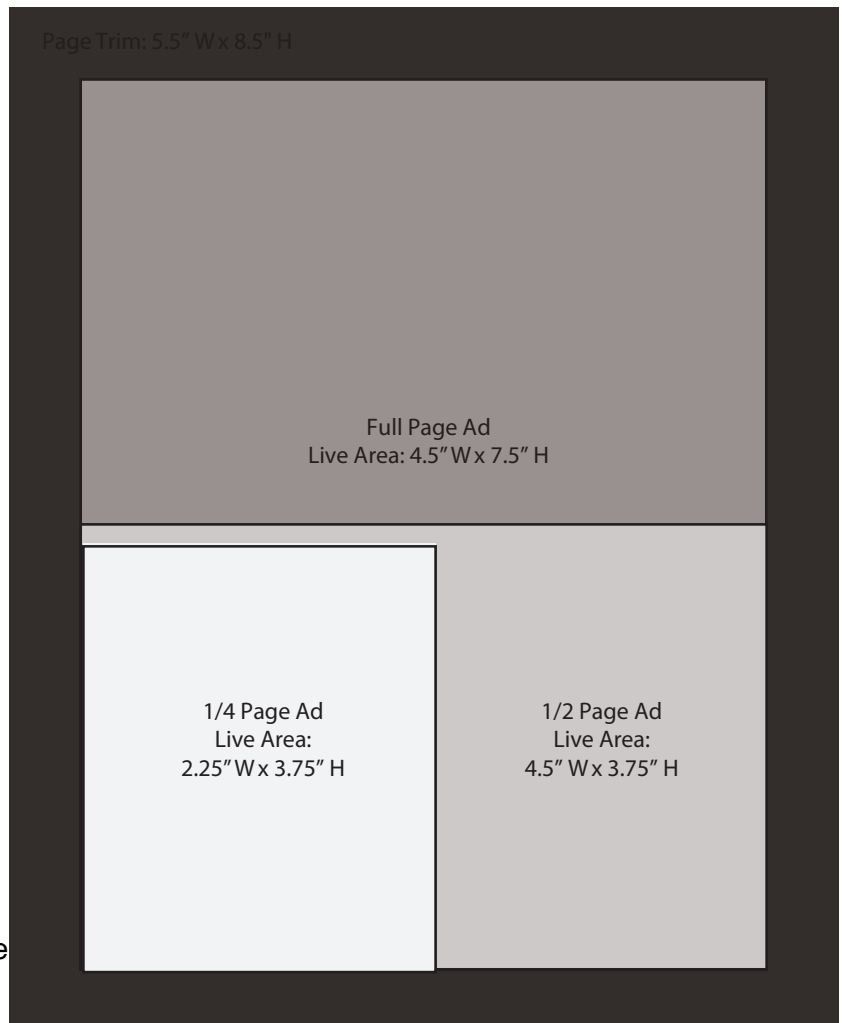
LOGO SPECIFICATIONS

All logo files must be submitted in EPS. In addition to the EPS file, you may also submit other file formats, such as PDF, JPG, or AI. All fonts must be converted to outlines. Black and White logos are preferred; however, any full color logos submitted will be converted to Grayscale. Logos must be high resolution (300 dpi min).

SUBMISSION PROCEDURES

Files should be submitted to Adriana Pannick at admin@naiopsfba.org no later than **April 4, 2024**.

ART GUIDELINES



Contact NAIOP SFBA

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