

HOW TO PROVIDE ADVERTISING MATERIALS

We require all ads to be submitted in a digital format. Ads submitted incorrectly, including incorrectly sized ads, may incur additional production charges to correct the files.

1 PREFERRED FILE FORMAT: Press Quality PDF

We do not support native PC Application Files.

PLEASE NOTE:

- PDF files should contain only 4-color process images (CMYK).
- Greater Killeen Business Quarterly magazine is not responsible for PDF files prepared incorrectly.
- Greater Killeen Business Quarterly magazine cannot guarantee the color reproduction of your ad.

2 ALTERNATE SUPPORTED APPLICATIONS:

We support files created in the latest versions of these software programs:

Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Quark XPress or hi-res PDFs.

We do not accept Pagemaker, Microsoft Publisher, Word or PowerPoint files. We may be able to convert other PC file formats for a fee. Please call to verify.

3 IMAGE REQUIREMENTS:

We require all ads to be submitted in a digital format. Ads submitted incorrectly, including incorrectly sized ads, will incur additional production charges to correct the files.

- **All ads should include a digital proof of the ad.**
- **All images for ads** should be color corrected and provided at our resolution requirement of 300 dpi (placed at 100%). Image files should be CMYK and in .tif, .eps, or .jpg file format. Please remember to "collect for output" or "package" prior to submitting.
- **We print in process color.** All Pantone colors must be converted to CMYK (process). Please remember to convert all hi-res images from RGB to CMYK. We are not responsible for color accuracy in files that must be converted to CMYK upon arrival.
- **SPOT COLORS:** Greater Killeen Business Quarterly magazine will convert all spot colors (ie. Pantone) to CMYK. Please convert spot colors to 4/C process on your own if you wish to manage the color conversion. Spot colors cannot be expected to exactly match their CMYK equivalent. *Pantone (PMS) and Metallic Inks may be available at an extra cost, but must be requested in advance.*

4 SUBMITTING AD MATERIALS:

Prepare your ad file(s):

Files should be:

- Multiple files must be put into a .zip or .sit archive.
- Not contain \ / : * ? " < > | in the file name
- Limit file name to advertiser_abbreviated issue

EMAIL: jennifer@killeenchamber.com

Include the following with all compressed files sent via email,

Dropbox or other file sharing utility:

- Name of advertiser
- Publication and issue
- Contact name and phone number
- Limit file name to advertiser_abbreviated issue

Courier or US Mail:

Greater Killeen Chamber of Commerce
1 Santa Fe Plaza, PO Box 548
Killeen TX 76540-0548

ATTENTION: Jennifer Hetzel

ADVERTISING SUPPORT:

Contact: Jennifer Hetzel

Director of Strategic Communications

Mail To: 1 Santa Fe Plaza | PO Box 548

Killeen, TX 76540-0548

Phone: (254) 526-9551

Fax: (254) 526-6090

E-Mail: jennifer@killeenchamber.com

Nationwide: (866) 790-4769 (GROW)

DIGITAL REQUIREMENTS:

AD SIZES

(Width x Height in inches)

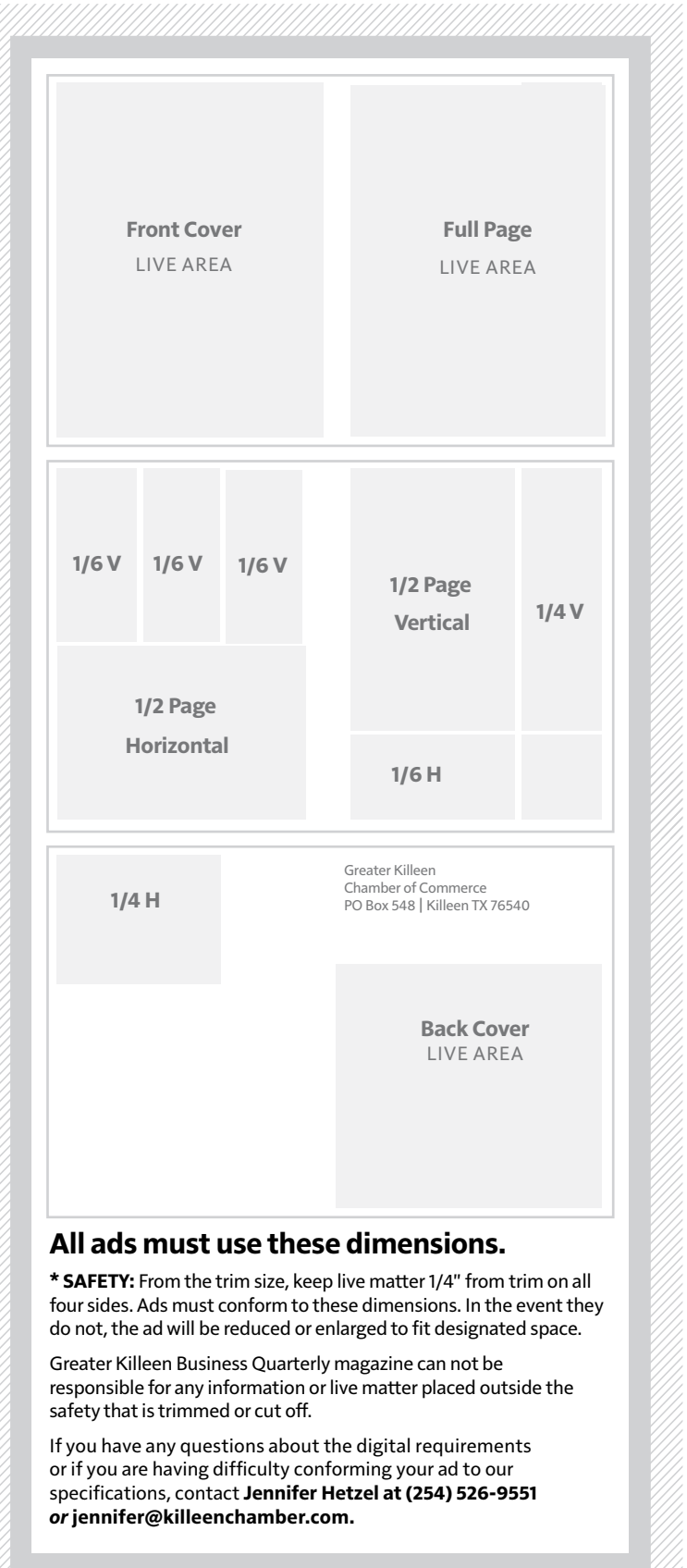
• Inside Front Cover	Trim Size	8 in.	x	10.5 in.
	Bleed Size	8.25 in.	x	10.75 in.
	Live Area	7.5 in.	x	10 in.
• Inside Back Cover	Trim Size	8 in.	x	10.5 in.
	Bleed Size	8.25 in.	x	10.75 in.
	Live Area	7.5 in.	x	10 in.
• Full Page	Trim Size	8 in.	x	10.5 in.
	Bleed Size	8.25 in.	x	10.75 in.
	Live Area	7.5 in.	x	10 in.
• Full Page /with border	Non-Bleed	7 in.	x	9.875 in.
• Back Cover	Trim Size	8 in.	x	7.375 in.
	Bleed Size	8.25 in.	x	7.625 in.
	Live Area	7.5 in.	x	6.875 in.
• 1/2 Page Horizontal		7 in.	x	4.875 in.
• 1/2 Page Vertical		4.625 in.	x	7.375 in.
• 1/4 Page Vertical		2.25 in.	x	7.375 in.
• 1/4 Page Horizontal		4.625 in.	x	3.625 in.
• 1/6 Page Vertical		2.25 in.	x	4.875 in.
• 1/6 Page Horizontal		4.625 in.	x	2.375 in.

PRODUCTION REMINDERS

- We prefer that TWO-PAGE SPREADS are prepared as two separate full-page ads to ensure proper bleed. (See full-page bleed dimensions)
- Please convert all RGB images and spot colors to CMYK.
- Ads created in an unacceptable format cannot be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. Greater Killeen Business Quarterly magazine cannot be responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, Greater Killeen Business Quarterly magazine cannot guarantee the reproduction of the ad. Any information or live matter placed outside the safety may be trimmed or cut off.

Sending Us Your Ad:

Print-ready material required. The Chamber does not build ads. Artwork must contain only process (CMYK) colors and in .pdf, .tif, .eps, or .jpg file format. We prefer you send us your print-ready PDF or PDF/X-1a.



All ads must use these dimensions.

*** SAFETY:** From the trim size, keep live matter 1/4" from trim on all four sides. Ads must conform to these dimensions. In the event they do not, the ad will be reduced or enlarged to fit designated space.

Greater Killeen Business Quarterly magazine can not be responsible for any information or live matter placed outside the safety that is trimmed or cut off.

If you have any questions about the digital requirements or if you are having difficulty conforming your ad to our specifications, contact **Jennifer Hetzel at (254) 526-9551 or jennifer@killeenchamber.com**.