

A horizontal banner at the top of the page features the letters 'NCCO7' in large, white, sans-serif font. Each letter is set against a different colored background strip: 'N' is orange, 'C' is purple, 'C' is green, 'O' is red, and '7' is blue. The background strips contain faint, overlapping images of people in various settings, such as a choir, a speaker at a podium, and a group of people in a hall.

NCCO7



NATIONAL
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CHORAL
ORGANIZATION

NCCO7 Program Advertisement Guide

<https://www.ncco-usa.org/conferences/ads/>

Sizes

There are three ad sizes for the 2017 conference booklet:

Full page to bleed (\$750) — 6" × 9" (with .125" bleed)

Full page with margins (\$750) — 5" × 8"

Half page (\$600) — 5" × 3.875"

Quarter page (\$450) — 2.375" × 3.875"

Format

Preferred file format: **PDF**, EPS, TIFF.

As all ads will appear in color, files should be saved in CMYK mode.

All files should be saved at no lower than 300dpi and 100% size.

Any images embedded in the file should be 300dpi.

Please outline or embed all fonts within the file.

For the full page to bleed option, use .125" bleed.

For all other sizes, a 1 pt, black border will be automatically applied to all ads. *Please add no border.*

All ads print in four-color process (CMYK).

Please Note

If the ad is **sized incorrectly**, NCCO reserves the right to resize, warp, and/or re-create it to fit accordingly.

NCCO will **not accept** ad copy in Microsoft Word or Publisher files, web graphics, or low-resolution graphics (under 300dpi). Please use the requested file types to ensure your organization is best represented.



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Full Page Ad to bleed

\$750

6" × 9"

with 1/8" bleed: 6 1/4" × 9 1/4"

All text should observe a 1/4" interior margin to avoid trimming.

Full Page Ad with margins

\$750

5" × 8"

a 1 pt, black border will be automatically applied



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Half Page Ad

\$600

5" × 3⁷/₈"

a 1 pt, black border will be automatically applied

Quarter Page Ad

\$450

2³/₈" × 3⁷/₈"

a 1 pt, black border will be automatically applied



Important Deadlines

Space Reservation

September 1, 2017

Ad Copy

September 15, 2017

For More Information

www.ncco-usa.org