

# 2019 LUMEN JOURNAL Advertising Requirements

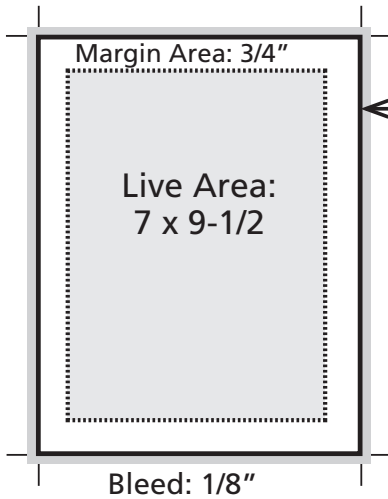
Advertising Material Due: April 26, 2019

Email Ads to: [LumenAds@iesnyc.org](mailto:LumenAds@iesnyc.org)

Ad Requirements:

- **Black and White / Grayscale**
- Effective resolution 300 DPI or better
- Please include all fonts and images if submitting a psd or indesign file
- ACCEPTED FILE FORMATS: TIFF, EPS, JPG, PDF

## Ad Sizes



### Full Page

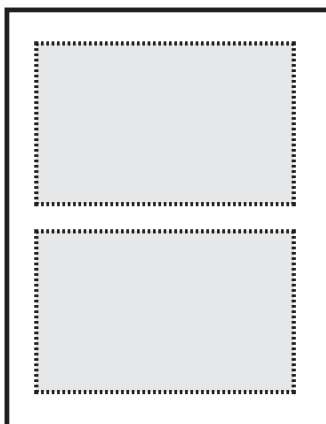
← Trim Size: 8-1/2 x 11

- Live Area: 7 x 9-1/2

Allow for 3/4" Margin Size inside trim area

\*Type or Logos should not be in the margin area

- Bleed: 1/8" \*Please add crop marks



### Half Page

Ad size: 7 x 4-1/2