



## Style Guide for 2024 Conference Program

### For All Sponsors

#### To Submit Files

Use the following link to send your files. Please enter your contact information and upload the file. If you have more than one file, .zip files are accepted:  
<https://spaces.hightail.com/uplink/RICA>

#### Logos

Logos sent in vector format (.eps, .ai or workable PDF file) are preferred. If you do not have your logo files in vector format, then send in 300dpi or higher resolution (.tiff or .jpg) on a white or transparent background.

#### Bios

**Preferred: Elite 75, Platinum 70, Gold 65, Silver 60, and Bronze 55** (Word counts are approximate)  
Any that go too far beyond will be sent back or shortened by the Conference Program Design Team.

### Advertisement Sizes

Ads submitted in press quality .pdf, .eps, or a .jpg with 300 dpi resolution will be printed. Files sent in Word or Power Point format, low resolution .jpg files, or pulled off a website will not be accepted! PDF format preferred. ***Please do not include crop and printer's marks.***

#### Full-Size Ad (Elite, Platinum, Gold)

(Measurements in inches, Width x Height):

- Trim size: 8.5 x 11
- Bleed size: 8.75 x 11.25
- Live area: 8.25 x 10.75

Set ads up as 8.5 x 11 with a .125" bleed frame area (full, pre-cut ad size {bleed size} = 8.75 x 11.25). Allow a .125" breathing space inside the 8.5 x 11 area to prevent important information from being cut off. Background colors and background photos are okay to spread across the whole ad area.

#### Half-Page Ad (Silver)

(Measurements in inches, Width x Height):

- Trim size: 8.5 x 5.5
- Bleed size: 8.75 x 5.75
- Live area: 8.25 x 5.25

Set up ads as 8.5 x 5.5 with a .125" bleed (full pre-cut ad size {bleed size} = 8.75 x 5.75). Allow a .125" breathing space inside the 8.5 x 5.5 area to prevent important information from being cut off. Background colors and background photos are okay to spread across the whole ad area.

#### Quarter-Page Ad (Bronze)

(Measurements in inches, Width x Height):

- Trim size: 4.25 x 5.5
- Bleed size: 4.5 x 5.75
- Live area: 4 x 5.25

Set up ads as 4.25 x 5.5 with a .125" bleed (full pre-cut ad size {bleed size} = 4.5 x 5.75). Allow a .125" breathing space inside the 4.25 x 5.5 area to prevent important information from being cut off. Background colors and background photos are okay to spread across the whole ad area.

**Questions? Please contact Stacy Holloway at [webmaster@rica.org](mailto:webmaster@rica.org).**