

## MEC Program Spec Sheet

### BIO PHOTOS

Please submit the best quality portrait available. Preferred image requirements are: 300 dpi, minimum size 1" x 1.5", JPEG format. Please note: images taken from your website or with a screen-capture tool (i.e. Greenshot) are generally not usable and will result in poor print quality.

### BIO DESCRIPTION

Please submit your bio in Word format, between 100-200 words.

### LECTURE/PRESENTATION DESCRIPTION

Please submit a description of your presentation in Word format, up to 100 words.

### YOUR COMPANY LOGO

If you are submitting your company's logo, the preferred format is Adobe Illustrator vector with outlined fonts. Also acceptable are high-quality JPEGs (300 dpi). Logos taken from your website or with a screen-capture tool (i.e. Greenshot) are generally not usable and will result in poor print quality.

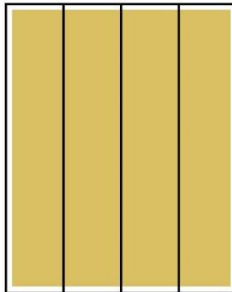
**SUBMIT TO NAN BOLAND:** [Nan@MissouriEmploymentConference.com](mailto:Nan@MissouriEmploymentConference.com)

**DUE DATE**  
**December 10, 2019**

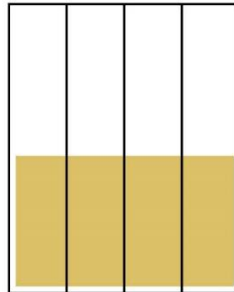
## MEC Program Advertising Requirements

Please follow these guidelines if you are submitting an ad for the MEC Program:

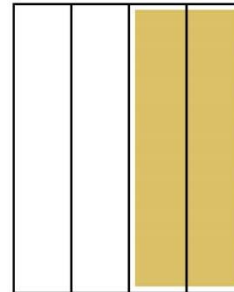
**Full Page:**  
8"w x 10.5"h



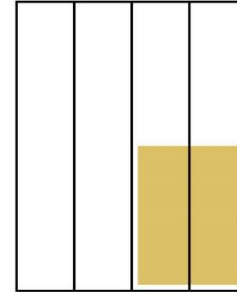
**Half Page (H):**  
8"w x 5.125"h



**Half Page (V):**  
4"w x 10.5"h



**Quarter Page:**  
3.875"w x 5.125"h



## AD SUBMISSION GUIDELINES

- Ad materials must be supplied in PDF x1-a (2001) High Quality Print format. Note that this format is an output option in InDesign and will embed fonts and flatten transparencies automatically.
- For optimal reproduction, maximum total ink density of 300% is recommended.
- Images must be high resolution (300 dpi).
- You may include a border, but do not output with trim marks or bleeds.
- Color space must be CMYK or Grayscale. No spot colors, RGB, LAB color or embedded color profiles.
- All fonts must be embedded or outlined before converting to PDF format.
- Minimum size of type intended to knock out is 8pt.
- Please submit ad materials through our advertising agency, Oglesby Creative Group.

Send files to:

[jim@ocgroupllc.com](mailto:jim@ocgroupllc.com)

## QUESTIONS/ADDITIONAL INFORMATION

Please submit any questions to:

**Nan Boland**  
Missouri Employment Conference  
[Nan@MissouriEmploymentConference.com](mailto:Nan@MissouriEmploymentConference.com)  
515.331.9020

Please submit ad by March 6, 2020 to  
[Sue@MissouriEmploymentConference.com](mailto:Sue@MissouriEmploymentConference.com)