



American Water Works Association

CONFERENCE PROGRAMS

Mechanical Specifications

- Screen: 120/133
- Printing: Web offset
- Fonts: PostScript Type 1, no TrueType or font substitutions

PDF File Submission

High-resolution PDF file submission is preferred over sending native files for *Journal AWWA* and *Opflow*.

- PDF/X-1a compliance (Note: PDF/X-1a is a PDF output option in InDesign, Photoshop, and Illustrator.)
- No spot colors—must be CMYK, not RGB
- All fonts must be embedded and transparencies flattened. (Note: These requirements are built into the PDF/X-1a preset.)
- All elements must be high-resolution (300 ppi). Ink density 300%
- Do not apply security to the file.
- Use crop and bleed marks offset from the printable area.

General Guidelines

- Do not send press releases for product ads.
- Photo or logo files must be in .EPS, .TIF, or .JPG format and be named with the appropriate extension.
- File resolution should be at least 300 ppi.
- Do not compress the files.

Email Art: advertising@awwa.org
 Upload art to AWWA:
 FTP Site: <ftp.awwa.org>
 Username: advertising
 Password: AWWAadvertising

SIZE*	MEASUREMENTS	
Two-Page Spread	Live area: 15" x 10" w/bleed: 16.25" x 11"	
Full Page	Final trim: 8" x 10.75" Live area: 7.25" x 10" w/bleed: 8.25" x 11"	
Symposium Full Page	Program size: 8.5" x 11" Ad size: 8" x 10.5" No bleed; 0.25" white border around ad	
Two-Thirds Page Vertical	4.625" x 9.25"	
One-Half Page Horizontal	7" x 4.875"	
One-Half Page Vertical	3.375" x 9.25"	
One-Third Page Island	4.625" x 4.875"	
One-Third Page Vertical	2" x 9.25"	
One-Fourth Page	3.375" x 4.875"	
Binding	Perfect	

*Not all sizes available for every conference