

# 2009 Annual Research Meeting

The premier forum for health services research

## Advertising Design Specifications

If you would like to submit an ad for the ARM Agenda Book, we have provided three advertising sizes below.

ALL ARTWORK, INCLUDING FORMATTED ADS, LOGOS AND WORD-MARKS SHOULD BE SUBMITTED IN THE FOLLOWING FORMATS.

### Preferred Formats:

Adobe Illustrator (.ai), Adobe Illustrator EPS (.eps), or JPEG, please include all embedded and linked image files. Also, please ensure that all images are “high resolution” not 72dpi (i.e. Web Graphics). Each submission must include a laser proof of the add. Save the ad with your company name in the title so we can easily identify each one (e.g. companynamelogo.eps).

### Acceptable Image Format & Image Resolution:

We request 300dpi TIFF or better, but will try to work with what you have. Images that are below 300dpi will not print appropriately.

### Colors:

Please use Black & White or Grayscale.

### Submission:

If file is smaller than 2mb please email [edward.brown@academyhealth.org](mailto:edward.brown@academyhealth.org). Otherwise, Send the CD along with the laser proof by mail to:

Edward Brown  
AcademyHealth  
1150 17th St. NW Suite 600  
Washington, DC 20036  
(202) 292.6769  
[edward.brown@academyhealth.org](mailto:edward.brown@academyhealth.org)

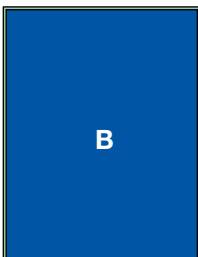
If you and/or your designer cannot meet these specifications, please contact Edward Brown at [edward.brown@academyhealth.org](mailto:edward.brown@academyhealth.org) so that we can make alternative arrangements.

### Ad Dimensions (width x height, in inches)

#### A. Full Page Ad

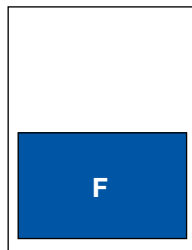
Trim: 8.5" x 11"

Bleed: 8.75" x 11.25"



#### B. 1/2 Page Ad

7.5" x 4.75"



#### C. 1/4 Page Ad

3.75" x 5"

