

Member Resource Directory Media Guidelines

Deadline to submit directory artwork is Friday, May 5, 2017.

All member companies are eligible to purchase space in the Member Resource Directory.

Sponsors at the levels listed below will receive space included with their sponsorship and are eligible to upgrade for an additional fee. Contact Brenna Favara for more information.

Artwork and full payment must be received by Friday, May 5, 2017.

Platinum Sponsors = Full Page Color (included with sponsorship)
Gold Sponsors = 2/3 Page Color (included with sponsorship)
Crystal Sponsors = 1/2 Page Color (included with sponsorship)
Silver Sponsors = 1/3 Page Color (included with sponsorship)
Brokers/Wholesalers = 1/2 Page Color (included with membership)

**Please see artwork sizes on reverse.*

IRS GUIDELINES

To ensure your artwork meets IRS regulations, sponsor spots must meet one of the following requirements:

- *Mention sponsorship of CFIC (CFIC can provide recommended verbiage)*
- *Show family of brands/products*
- *Be informative about your brand or product (objective details) rather than persuasive (subjective details, superlatives)*

FILE SPECIFICATIONS

File Format

EPS or PDF is required.

Resolution

2400 dpi; Compression – Color images 300 dpi.

Keep image exact size – no crop marks, color bars or targets.

Fonts

Fonts must be outlined (EPS) or must be properly embedded (PDF).

Make sure your file requires NO fonts.

Images

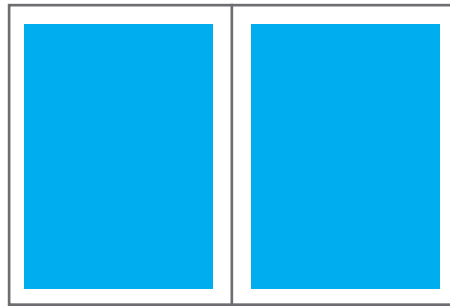
All color images must be CMYK mode at 300 ppi (pixels per inch).

Reserve Your Space

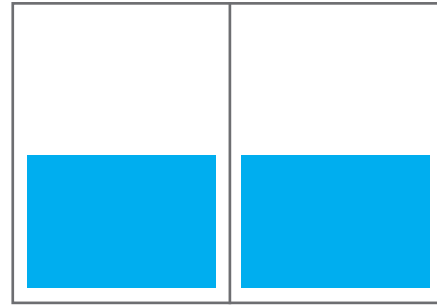
- Space must be reserved by Friday, April 7, 2017.
- To reserve your space, discuss size or upgrades, contact:
- Brenna Favara, CFIC Assistant Director, at brennaf@cficweb.org or (919) 832-0811.

Submit Your Artwork

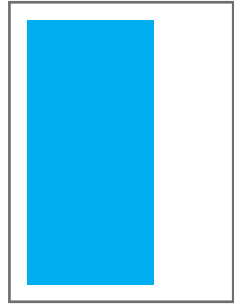
- Artwork must be submitted electronically no later than Friday, May 5, 2017.
- To submit artwork or for questions related to file specifications, contact:
- Stephanie Stafford, CFIC Graphic Designer, at stephanies@cficweb.org or (919) 832-0811.



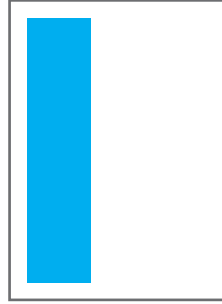
FULL PAGE or
FULL PAGE SPREAD



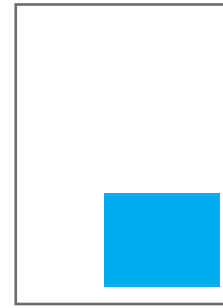
1/2 PAGE HORIZONTAL or
1/2 PAGE SPREAD



2/3 PAGE
VERTICAL



1/3 PAGE
VERTICAL



1/3 PAGE
SQUARE

SIZE	NON BLEED SPECS	SPONSOR LEVEL	COST
Full Page	7" x 10"	Platinum	\$2,000
Full Page Spread	16" x 10.875"	<i>Optional Upgrade</i>	\$3,500
2/3 Page Vertical (Two Columns)	4.5" x 10"	Gold	\$1,750
1/2 Page Horizontal	7" x 4.5"	Crystal	\$1,250
1/2 Page Horizontal Spread	15" x 4.5"	<i>Optional Upgrade</i>	\$2,250
1/3 Page Square	4.5" x 4.875"	Silver	\$900
1/3 Page Vertical (One Column)	2" x 10"	Silver	\$900

New Placement Opportunities (*Limited*)

SIZE	BLEED SPECS	COST
Back Cover	8.75" x 11.25" (8.5" x 11" image area)	\$5,000
Inside Front Cover	8.75" x 11.25" (8.5" x 11" image area)	\$4,000
Inside Back Cover	8.75" x 11.25" (8.5" x 11" image area)	\$4,000