



# THE ASSOCIATION OF BLACK CARDIOLOGISTS

*Spirit of the Heart*

THE 7TH ANNUAL AWARDS DINNER  
OCTOBER 1, 2016 | NEW YORK CITY

## JOURNAL AD GUIDELINES

### AD SIZES

Journal Trim Size: 7' x 8.5"

	Width	Height	Bleed
Back/Inside Cover	7"	8.5"	.125"
Full Page	6"	7.5"	NA
Half Page	6"	3.5"	NA

### AD ARTWORK

*If you will be designing your own ad...*

Please send camera-ready artwork in one of the following formats:

- PDF — press-optimized with fonts embedded
- EPS/AI — text converted to outlines
- JPG — high resolution (300 dpi)

Artwork should be full color.

*If you wish us to design an ad for you...*

Please send:

- Your text as a Microsoft Word document
- Your logo, if applicable, as an EPS/AI file — text converted to outlines
- Any photographs you wish to include as a JPG file — high resolution (300 dpi)

Indesign and Publisher files cannot be accepted. Text in MS Word docs may be reformatted with available fonts. Please do not send low resolution image files (all GIF and PNG files; JPGs less than 300 dpi) as they will reproduce poorly. Proofs will only be provided upon request and if time permits.

### SUBMISSION

Email files to [abcawardsdinner@gmail.com](mailto:abcawardsdinner@gmail.com).

If files are large, please use a service such as Hightail or Dropbox to transfer files.

### DEADLINE

Please submit your ad by **Friday, August 26, 2016, 5:00 PM.**

### QUESTIONS?

If you have questions regarding artwork preparation, please contact our journal designer, Alexandra Dubow, at [alexadubow@optimum.net](mailto:alexadubow@optimum.net), or 516-767-6315.

For all other questions, please contact Yvette Lee at [ylee@abc cardio.org](mailto:ylee@abc cardio.org) or 212-661-2215.



The Association of Black Cardiologists is a non-profit organization. Under section 501 (C) (3) of the IRS code, tickets are tax-deductible to the fullest extent allowed by law. Estimated fair market value of each ticket/dinner guest is \$400.