



CFIC On-Site Convention Guide Media Guidelines

Deadline to submit artwork is Friday, May 21, 2021.

All member companies are eligible to purchase space in the CFIC On-Site Convention Guide.

Artwork and full payment must be received by Friday, May 21, 2021.

Sales agents, wholesalers and sponsors will receive space as listed below and are eligible to upgrade for an additional fee. Please see the reverse side for details.

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)
Sales Agent/Wholesalers:	1/2 Page Color (included with friend of industry membership)

** Please see artwork specifications on reverse side.*

IRS GUIDELINES

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

- *Mention membership or 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).

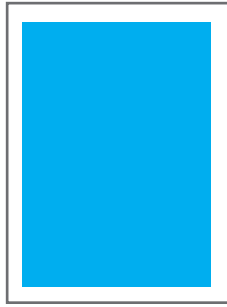
RESERVE YOUR SPACE

- Space must be reserved by Monday, May 3rd.

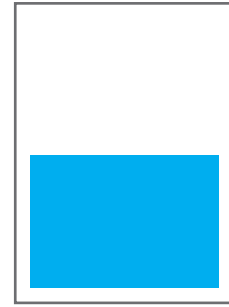
SUBMIT YOUR ARTWORK

- Artwork must be submitted electronically no later than Friday, May 21st.

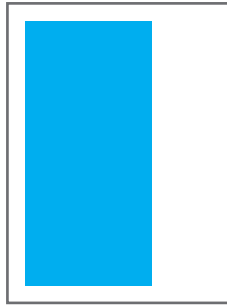
Please contact Stephanie Stafford, CFIC Graphic Designer, stephanies@cficweb.org or (919) 832-0811 for all questions pertaining to the On-Site Guide.



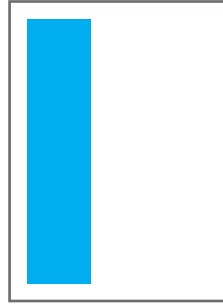
FULL PAGE



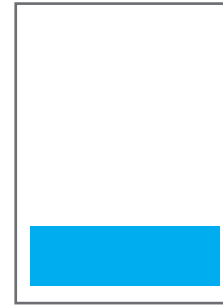
1/2 PAGE HORIZONTAL



2/3 PAGE
VERTICAL



1/3 PAGE
VERTICAL



1/3 PAGE
HORIZONTAL

SIZE	NON BLEED SPECS	SPONSOR LEVEL	COST
Full Page	7" x 10"	Platinum	\$2,000
2/3 Page Vertical (Two Columns)	4.5" x 10"	Gold	\$1,750
1/2 Page Horizontal	7" x 4.5"	Crystal Brokers/Wholesalers	\$1,250
1/3 Page Horizontal	7" x 3"	Silver	\$900
1/3 Page Vertical (One Column)	2" x 10"	Silver	\$900

** Upgrades are available for the difference in the cost of the space you received and the space you want.*

Limited Placement Opportunities

SIZE	BLEED SPECS	COST
Back Cover	8.75" x 11.25" (8.5" x 11" image area)	\$4,000
Inside Front Cover	8.75" x 11.25" (8.5" x 11" image area)	\$3,500
Inside Back Cover	8.75" x 11.25" (8.5" x 11" image area)	\$3,500