NO COVER
EVENT GUIDE

4 Color Prices	1X	3X	6X	12X
Full Page (a) 5.875˝ x 8.875˝ (see specs)	$750	$600	$550	$500
1/2 Page (b) 2.375˝ x 8˝ vertical (see specs - portrait) (c) 5˝ x 3.875˝ horizontal (see specs - landscape)	$450	$425	$400	$375
1/4 Page (d) 2.375˝ x 3.875˝ vertical (see specs)	$250	$240	$230	$220
1/6 Page (e) 1.42˝ x 3.875˝ (see specs)	$185	$165	$145	$125

Premium Cover Pages

Back Page

1X	3X	6X	12X
$1,500	$1,400	$1,300	$1,200

Inside Front & Back

1X	3X	6X	12X
$1,200	$1,100	$1,000	$900

Bleed 5.875" X 8.875"
Trim 5.5" X 8.5"
Live area 5" X 8"
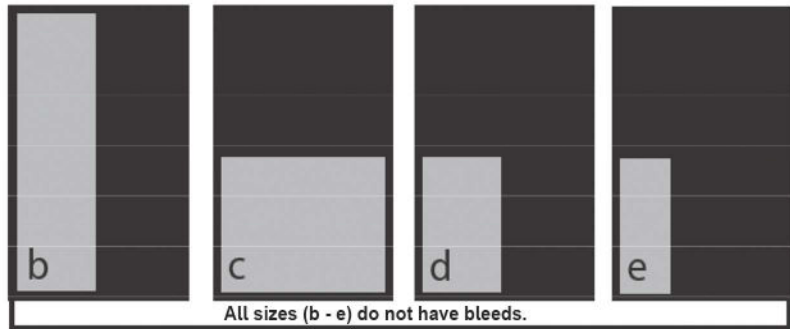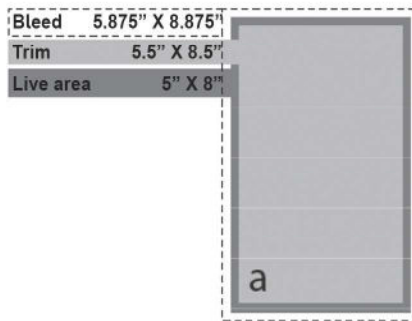
All sizes (b - e) do not have bleeds.

	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Closing Date	12/1	1/6	2/3	3/3	4/7	5/5	6/2	7/5	8/4	9/5	10/6	11/3
Material Date	12/7	1/13	2/10	3/10	4/14	5/12	6/9	7/12	8/11	9/12	10/13	11/10

Artwork specs:
The following artwork specs will help you and your designer create art that is ready for use and problem free. These tips will ensure your advertisement and image quality.

File formats accepted:
Preferred format - psd or tiff. We also accept jpeg (high resolution only). **Please make sure to flatten all artwork before sending file.

Bleeds:
Definition of a BLEED - To be printed so as to go off the edge or edges of a page after trimming. When the printer trims the job to the final size there is more
image (bleed) that extends beyond the trim. This ensures your ad will look professional after trimming.

Resolution (high res):
300 dpi at 100% of the ad/image size. *72 dpi, commonly used on websites , will not print clearly. Must be 300 dpi.

Color Requirements:
Must be in CMYK mode, or your art work will look different when in print. Note: Some designers like to use a Rich Black, if so, callouts for such should never
be 100% of all 4/C, instead they should be: Cyan 40%, Magenta 30%, Yellow 30%, Black 100%. Any black type must be 100% black. NO RICH BLACKS.

Oversaturation:
Please keep the saturation to 280% or lower. To get that percentage, add all CMYK percentages together. Check the darkest area of your ad in Photoshop.

E-mail ads and images to:
nocovermark@nocover.com (must be under 5 MG). If over: email nocovermark@nocover.com using WeTransfer.com for free.
* We will not accept responsibility for errors or color quality.

Production Services:
We offer design and production services for those who are not able to send their ads in acceptable format. email nocovermark@nocover.com