



# Latino Medical Student Association

Founded to represent, support, educate, and unify Latino(a) Medical Students

## LMSA National Conference Guide

Advertisement Rates and Specifications

Effective May 2016

### Advertisement Prices & Sizes

Ad Size	Price	Bleed		Trim		Live Area	
		Width (Inches)	Height (Inches)	Width (Inches)	Height (Inches)	Width (Inches)	Height (Inches)
Spread Full page bleed* (A)	\$1,500.00	17.25	11.25	17	11	16.5	10.5
Spread Full page non-bleed (B)	\$1,500.00	N/A	N/A	N/A	N/A	16	10
Spread ½ page Bleed* Horizontal (C)	\$1,075.00	17.25	5.625	17	5.5	16	5.25
Spread ½ page non-bleed Horizontal (D)	\$1,075.00	N/A	N/A	N/A	N/A	15.5	4.75
Full Page Bleed (E)	\$850.00	8.75	11.25	8.5	11	8	10.5
Full Page non-bleed (F)	\$850.00	N/A	N/A	N/A	N/A	7.5	10
½ page Island (G)	\$650.00	N/A	N/A	N/A	N/A	4.913	7.375
½ page non-bleed Vertical (H)	\$450.00	N/A	N/A	N/A	N/A	3.5	10
½ page Bleed* Vertical	\$450.00	4.125	11.25	4	11	3.75	10.5
½ page non-bleed Horizontal (I)	\$450.00	N/A	N/A	N/A	N/A	7.5	4.75
½ page Bleed* Horizontal (J)	\$450.00	8.75 8.625 (Facing page)	5.375	8.5	5.25	8	5
2/3 page non-bleed vertical (K)	\$600.00	N/A	N/A	N/A	N/A	4.833	10
2/3 page bleed* vertical	\$600.00	5.458	11.25	5.33	11	5.083	10.5
2/3 page non-bleed horizontal (L)	\$600.00	N/A	N/A	N/A	N/A	7.5	6.5



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<b>2/3 page horizontal bleed*</b>	\$600.00	8.75 8.625 (Facing page)	7.125	8.5	7	8	6.75
<b>1/3 page non-bleed vertical (M)</b>	\$350.00	N/A	N/A	N/A	N/A	2.16	10
<b>1/3 page bleed* vertical (N)</b>	\$350.00	2.791	11.25	2.66	11	2.416	10.5
<b>1/3 page non-bleed square (O)</b>	\$350.00	N/A	N/A	N/A	N/A	4.913	4.75
<b>1/3 page non-bleed horizontal (P)</b>	\$350.00	N/A	N/A	N/A	N/A	7.50	3
<b>1/3 page bleed* horizontal</b>	\$350.00	8.75 8.625 (Facing page)	3.625	8.5	3.5	8	3.25
<b>¼ page non-bleed (Q)</b>	\$250.00	N/A	N/A	N/A	N/A	3.5	4.75
<b>¼ page non-bleed rectangle (R)</b>	\$250.00	N/A	N/A	N/A	N/A	4.913	3.4375
<b>¼ page non-bleed horizontal (S)</b>	\$250.00	N/A	N/A	N/A	N/A	7.5	2.125
<b>¼ page bleed horizontal*</b>	\$250.00	8.75 8.625 (Facing page)	2.75	8.5	2.625	8	2.375
<b>¼ page non-bleed vertical (T)</b>	\$250.00	N/A	N/A	N/A	N/A	2.16	7.375
<b>1/6 non-bleed horizontal (U)</b>	\$180.00	N/A	N/A	N/A	N/A	4.913	2.125
<b>1/6 page non-bleed vertical (V)</b>	\$180.00	N/A	N/A	N/A	N/A	2.16	4.75

## PREFERRED POSITIONS

<b>Cover II &amp; III (inside covers) or Op-Table of Contents</b>	\$1,300.00
<b>Cover IV</b>	\$1,500.00



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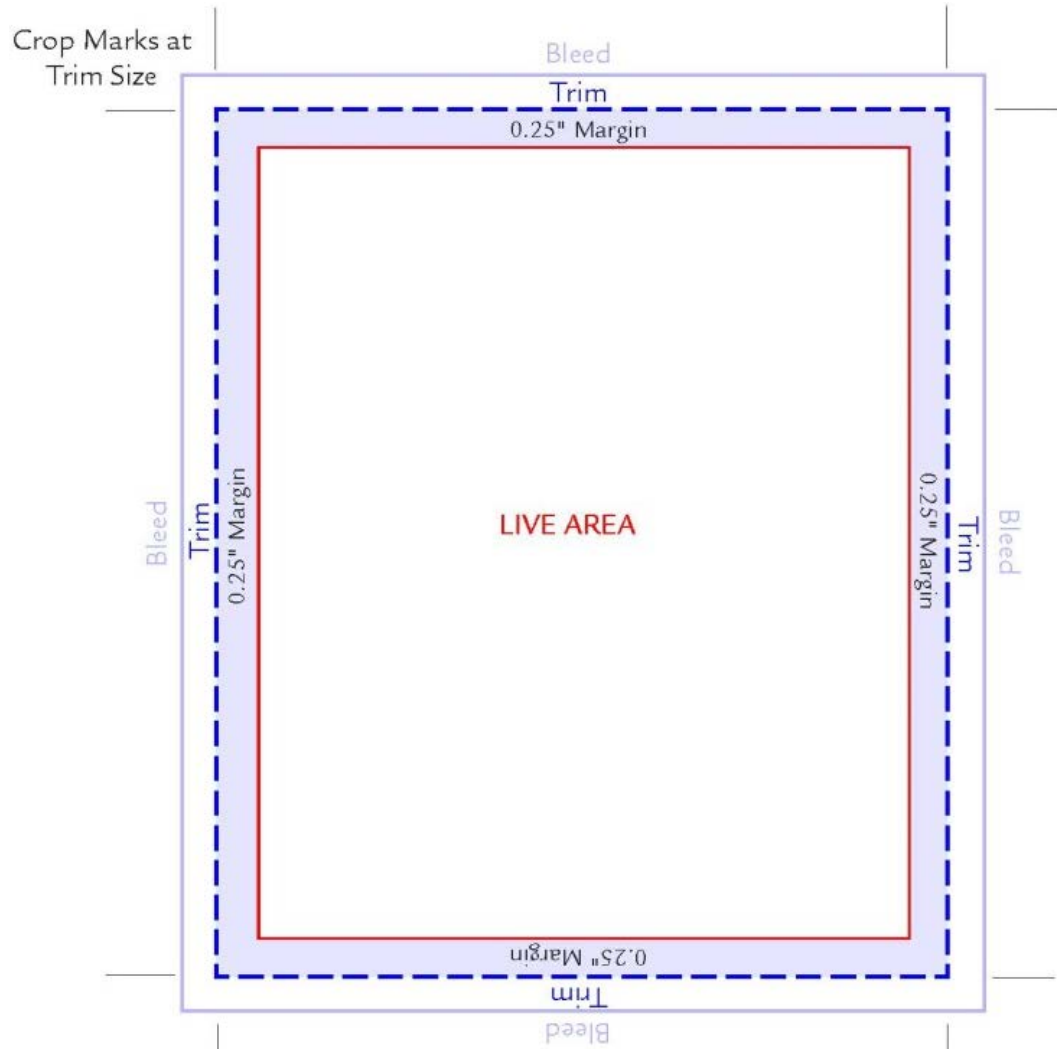
## Specifications for supplied ads - please read carefully

### PUBLICATION SPECS

- Printing: Web Offset/Digital  
*Specification for Web Offset Publications (SWOP) standards apply*
- Binding: Saddle stitch
- Trim Size: 8.5" x 11"
- Live Area: 7.5" x 10"
- Bleed: 1/8"

### AD REQUIREMENTS

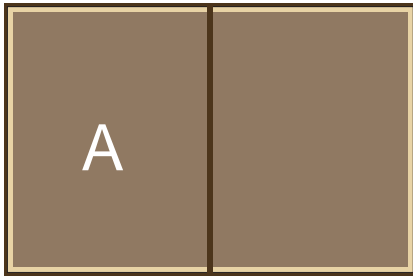
- All ads must be at least 300 dpi, including all text and images contained in the ad.
- Line screen: 150
- PDF/X1a is the preferred file format.
- Ads must include bleed (1/8") where noted above (\*).
- *Safety*: All live matter must be kept 1/4" inside trim dimensions on all four sides.
- Please use CMYK for all color ads.



### SUBMISSION DETAILS

- Files should be emailed to [publications@lmsa.net](mailto:publications@lmsa.net)
- One ad per PDF file. Spread materials must be supplied as two individual pieces. Please do not send one piece for a two page spread.
- **All digital ads can link to your website or email. If you would like this feature in the digital edition of the guide, please provide links with the ad.**

# Print Ad Display Sizes



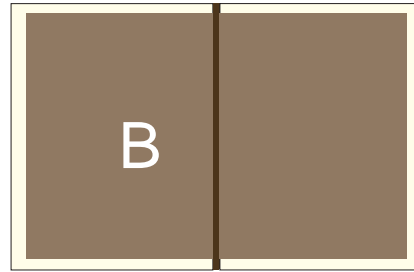
**Spread full page bleed**

Bleed untrimmed: 17.25" x 11.25"

Page trim size: 17" x 11"

Live area: 16.5" x 10.5", 0.25" in from trim

NOTE: Image bleeds over gutter, 0.50 of the middle is lost in gutter.



**Spread full page non-bleed**

Ad size: 16" x 10"

NOTE: Image bleeds over gutter, 0.50" of the middle is lost in gutter.



**Full page bleed**

Bleed untrimmed: 8.75" x 11.25"

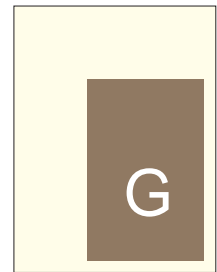
Page trim size: 8.5" x 11"

Live area: 8" x 10", 0.25" in from trim



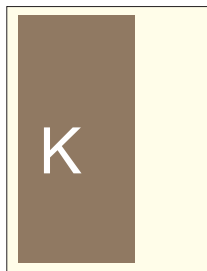
**Full page non-bleed**

Ad size: 7.5" x 10"



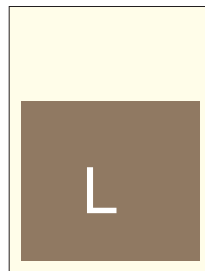
**1/2 page island**

Ad size: 4.913" x 7.375"



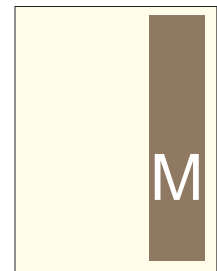
**2/3 page non-bleed - vertical**

Ad size: 4.833" x 10"



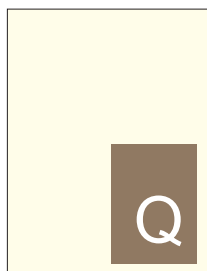
**2/3 page non-bleed - horizontal**

Ad size: 7.5" x 6.5"



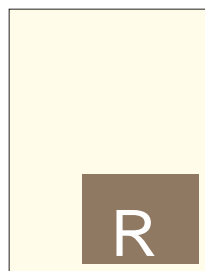
**1/3 page non-bleed - vertical**

Ad size: 2.16" x 10"



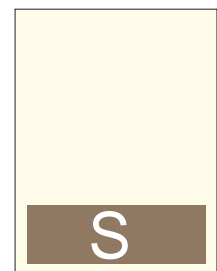
**1/4 page non-bleed**

Ad size: 3.50" x 4.75"



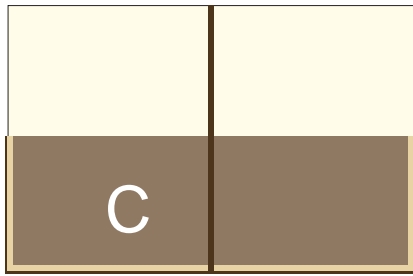
**1/4 page non-bleed - rectangle**

Ad size: 4.913" x 3.4375"



**1/4 page non-bleed - horizontal**

Ad size: 7.50" x 2.125"



**Spread half page bleed - horizontal**

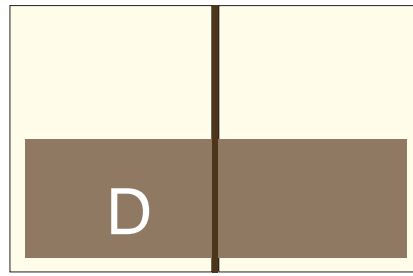
Bleed untrimmed: 17.25" x 5.625"

Ad trim size: 17" x 5.50"

Live area: 16" x 5.25", 0.25" in from trim

NOTE: Image bleeds over gutter, 0.50" of the middle is lost in gutter.

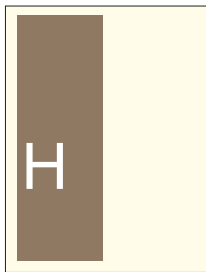
NOTE: Ad bleeds on 3 sides from trim



**Spread half page non-bleed - horizontal**

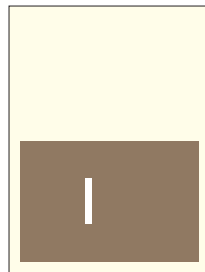
Ad size: 15.50" x 4.75"

NOTE: Image bleeds over gutter, 0.50" of the middle is lost in gutter.



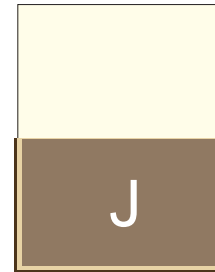
**1/2 page non-bleed - vertical**

Ad size: 3.50" x 10"



**1/2 page non-bleed - horizontal**

Ad size: 7.5" x 4.75"



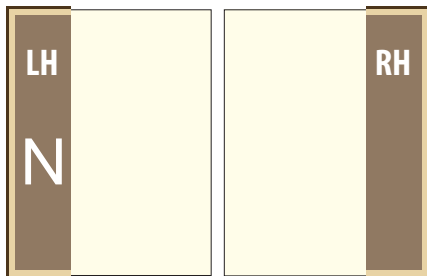
**1/2 page bleed - horizontal**

Bleed untrimmed: 8.75" x 5.375"

Ad trim size: 8.50" x 5.25"

Live area: 8 x 5", 0.25" in from trim

NOTE: Ad bleeds on 3 sides from trim



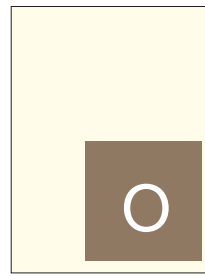
**1/3 page bleed - vertical**

Bleed untrimmed: 2.791" x 11.25"

Ad trim size: 2.66" x 11"

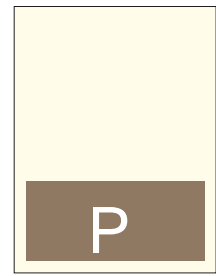
Live area: 2.416" x 10.50", 0.25" in from trim

NOTE: Ad bleeds on 3 sides from trim



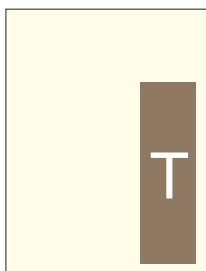
**1/3 page non-bleed - square**

Ad size: 4.913" x 4.75"



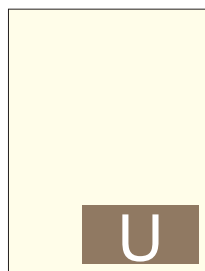
**1/3 page non-bleed - horizontal**

Ad size: 7.50" x 3"



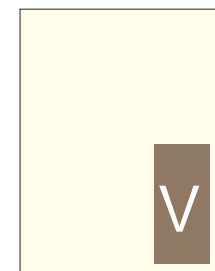
**1/4 page non-bleed - vertical**

Ad size: 2.16" x 7.375"



**1/6 page non-bleed - horizontal**

Ad size: 4.913" x 2.125"



**1/6 page non-bleed - vertical**

Ad size: 2.16" x 4.75"