

**Boston Chapter of the Association of Legal Administrators
2008 Member Directory Advertising Specifications**

Preferred Programs

Program	Version	File Extension	Description	Special Considerations
Adobe Acrobat	6.0	.pdf	Portable Document	Convert to .pdf using PDF/X settings
Adobe Illustrator	CS (11.0)	.ai, .eps	Vector Drawing	Avoid embedding bitmap images
CorelDraw	11.0	.cdr	Vector Drawing	Avoid embedding bitmap images
QuarkExpress	6.0	.qxd	Page Layout	Include appropriate links/fonts/images
Adobe InDesign	CS (3.0)	.ind	Page Layout	Include appropriate links/fonts/images
Adobe Photoshop	CS (8.0)	.tif, .psd, .eps	Bitmap Editing	For CMYK and Digital output only

Ad Sizes

Full Page: 8.5 x 11
 Half Page: 8.5 x 5.5
 1/4 Page: 4.25 x 5.5

Sponsor Levels

Diamond
 Gold
 Silver
 Bronze
 Partner
 Supporter

Ad Size

Full Page Color (Desired Location); Logo on Front Cover
 Full Page Color (Location Preference)
 Full Page Color
 Full Page Black & White
 1/2 Page Black & White
 1/4 Page Black & White