

# HRTimes

MAINE CONNECTION TO HUMAN RESOURCES

## 2011 Convention Edition

### A Powerful Opportunity to Reach Maine's HR Community

- Hyper-local trade resource
- Endorsed by the SHRM Maine State Council
- Features HR Convention Brochure, informative articles, business services, legislative/law update and other information pertaining to human resources



Publishing in May 2011 for the Annual Maine HR Convention. Distributed to 700+ attendees as the convention brochure and mailed to 2,800+ HR professionals including members of Maine's HR Associations.

Ad Size Cost

1/8 Page \$350

1/4 Page \$690

1/2 Page \$765

Full Page \$1,160

2 Page Spread \$1,815

Inside Front \$1,415

Back Cover \$1,415

**Ad Submission Deadline – 3/25/11**

To reserve your spot  
or for more information,  
please contact:

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### Ad Specifications

Ads are accepted in PDF, TIFF and JPEG format. However, the preferred file format is an XI-A 2001 PDF. We are unable to accept original InDesign, Quark, PageMaker or Word files.

PDFs must contain all graphics and fonts that are used in the ad. Be sure to include them when exporting to a PDF. Use stylized fonts only. Do not apply style attributes (faux italic or bold) to fonts.

Resolution on all images must be a minimum of 300 dpi. Submitted ads must be in CMYK (four color) or Grayscale (black and white) format. Pantone color is not accepted. Due to poor print quality, Web site images may not be used.

Only full-page ads need a 1/4" bleed. Quarter and half page ads do not bleed off the page. Crop marks are optional on all ads.

Allow a 3/8" safety margin from trim edges except for spreads, which require 5/8" safety from side trim and 1/8" gutter safety.

## Ad Sizes

	<b>1/2 VERTICAL</b> 3.8"wide x 10.8"high	<b>1/8 PAGE</b> 3.8"wide x 2.65"high
<b>1/4 PAGE</b> 3.8"wide x 5.3"high		<b>1/2 HORIZONTAL</b> 7.85"wide x 5.3"high

<b>FULL</b> With Bleed 9.25"w x 12.25"h  Trimmed Size 9"w x 12"h
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<b>2 PAGE SPREAD</b> With Bleed 18.25"w x 12.25"h  Trimmed Size 18"w x 12"h
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Ad design services available at additional 15% of cost.