



NEW ENGLAND HOME CARE & HOSPICE CONFERENCE AND TRADE SHOW

Program Guide Advertising

The New England Home Care & Hospice Conference and Trade Show attracts professionals from around the region. Purchasing an ad in the conference's Program Guide provides businesses and organizations an affordable opportunity to directly connect print and digital ads to their target audiences. Advertising in the Conference Program & Exhibit Hall Guide assures your company information gets in the hands of each participant. The Program book is distributed to **all** attendees, vendors and visitors at NEHCC when they arrive for registration.

More on purchasing an ad available at: <https://nehcc.com/sponsors-exhibitors/>

General specifications

2022 DEADLINE: Submission for Program Ads **April 15, 2022**

Please note, this deadline cannot be extended

- Advertiser supplies the picture file, or we can create your ad (for a \$150 fee)
- Send Conference **Program Guide** inquiries to: info@nehcc.com

Creative accepted: JPG, PNG, GIF (static)

- 600 dpi (dots per inch)
- bitmap, vector, or PDF artwork must be min 300 dpi, 600 or more is preferable
- All digital greyscale and color art should be at least 300 dpi. Full page ads should be at least 600 dpi

Acceptable file formats: All Adobe Products – Acrobat (PDF files with fonts embedded), InDesign (INDD or IDML files with accompanying links and fonts included), Illustrator (EPS or AI files), Photoshop (JPG, PNG, TIFF, PSD).

Accepted but not recommended: PowerPoint, Word, Publisher, Excel

Not accepted formats: Freehand, Corel Draw, Paint, Quark Vector artwork should be saved in an .EPS format with fonts and images embedded, or all images and fonts must be supplied.

- All screen and printer fonts must be provided.
- Text can be converted to outlines, but if *proofing errors are discovered, new art needs to be submitted.*
- **Images from the web are not suitable for printing.**
- GIFs are compressed and may be viewed at slightly lower resolution.
- Minimum of 10 pt font size (depending on font style) is recommended for legibility purposes.
- **For Digital Version:** [Advertiser should supply the URL ad should link to. \(Email addresses can be used as a URL/Web link.\)](#)

Size Specifications

Full Page Advertisements

(ad specs: 8" x 10.5")

- inside front cover
- outside back
- Other, buyer's choice
- Minimum 600 dpi
- Creative accepted: JPG, PNG, GIF (static)

Half Page Advertisements

(ad specs: 8" x 4.75")

- Minimum 600 dpi (dots per inch)
- Creative accepted: JPG, PNG, GIF (static)

Quarter Page Advertisements

(ad specs: 3.75" x 4.75")

- @ 300 dpi or higher
- Creative accepted: JPG, PNG, GIF (static)