

# The Boston Shoe Travelers Association

Advertising  
Specs. for  
Show Directory

## ACTUAL PAGE SIZE

5.5" x 8.5"

### Preferred Files:

PDF Print Ready File (300 dpi)

EPS files with text  
converted to curves  
&/or fonts supplied

Illustrator Files

QuarkXPress 6.5 (Macintosh)

Full color - CMYK image\*  
\*Call Minute-Man Printing  
with any questions

### Dimensions:

5.5" x 8.5" finished size

Add Bleeds if applicable (1/8") for a total  
document size of 5.75" x 8.75"

### Resolution:

Final output 150 lines per inch (halftones)  
Minimum recommended line art dpi = 300

### Email File as an attachment to:

bstammp1907.com

### CD Files can be mailed to:

Minute-Man Printing  
20 Beharrell Street  
P.O. Box 1026  
Concord, MA 01742

Please include a hard copy of the document for  
proofing if a CD is provided.

## INSTRUCTIONS

1. DEADLINE:  
**December 19, 2008**

2. Send Ad to Size  
\*Include 1/8" bleed if  
applicable

Please indicate if ad is:

Black & White (\$100)

Full Color (\$400)

3. Printer:  
Kathy or Jim  
Minute-Man Printing  
978-369-2808  
email:  
BSTA@mmp1907.com

4. Make Checks Payable to:  
BSTA  
9 Pond Lane Suite 5A-1  
Concord, MA 01742  
800-413-2782

Any Billing and payment  
inquiries should be  
directed to BSTA.  
800-413-2782

Reserve \_\_\_\_\_ Pages at \$ \_\_\_\_\_ (see rates above)

Check enclosed \_\_\_\_\_ Amount \$ \_\_\_\_\_ Copy Enclosed \_\_\_\_\_

Firm's Name \_\_\_\_\_ Contact \_\_\_\_\_