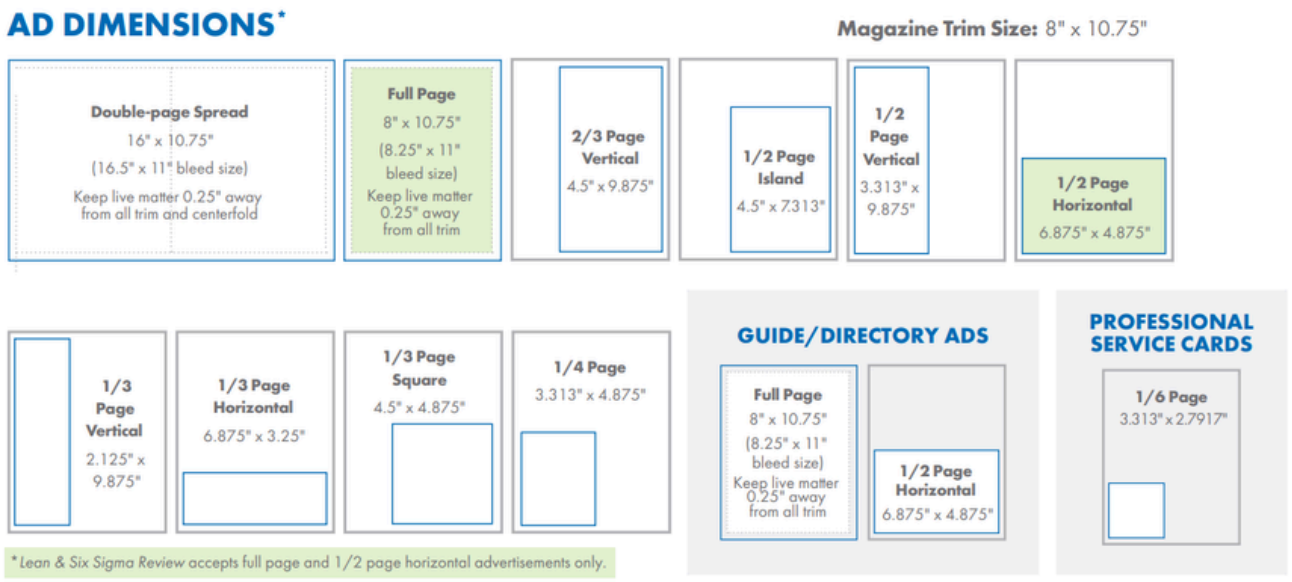
Quality Progress / Lean & Six Sigma Review

Print Ad Specifications



AD SUBMISSION

ASQ accepts only digital ads for all publications. Ads submitted electronically must arrive at ASQ by material deadline date. Email your ad files to Roxanne Kra at Rkra@smithbucklin.com.

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ACCEPTED FILE FORMATS

Preferred file type accepted is PDF/X-1a and crop marks and color bars should be outside printable area (0.125" in offset). Only one ad page per PDF document. High resolution images between 270 and 400 dpi must be used and all fonts must be outlined or embedded.

- Do not use Pantone/spot colors.
- All colors must be converted to CMYK; no RGB, LAB or Spot/PMS colors will be accepted.
- Black & white ads should use black only (not 4-color); images should be grayscale.
- 2-color ads should be built from CMYK process.
- Ink density should not exceed 300%.
- Black text 12 pt. or smaller should be black only (C=0%, M=0%, Y=0%, K=100%).
- QR codes must be 100% Black