

# MASS MoCA

March 13, 2015

## Contact Information (please print)

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Payment information:

Check enclosed (made out to MASS MoCA)

Charge credit card: Card number \_\_\_\_\_ Exp. date \_\_\_\_\_

## How will we receive the artwork?

by e-mail       Design by MASS MoCA  
(Additional \$250 fee)       Other

| Size   | Dimensions          | B&W   | Color   |
|--|---------------------|-------|---------|
| <input type="radio"/> 1/8 page               | 2.815" w x 1.97" h  | \$200 | NA      |
| <input type="radio"/> 1/4 page               | 2.815" w x 4.065" h | \$350 | NA      |
| <input type="radio"/> 1/2 page               | 5.75" w x 4.065" h  | \$550 | \$650   |
| <input type="radio"/> Full page, no bleed    | 5.75" w x 8.25" h   | \$900 | \$1,050 |
| <input type="radio"/> Full page, full bleed* | 6.245" w x 8.75" h  | \$900 | \$1,050 |

Program trim size is 6" x 8.5". Keep live matter .125" from edge.

**Reservations and payment due by Wednesday, April 1**

**Materials due by Wednesday, April 8**

Send all materials and payment to address below, email [program@massmoca.org](mailto:program@massmoca.org), or fax to 413.663.8548.

Format artwork here: <http://bit.ly/1qCrxHQ>

# MASS MoCA

## Program Sponsorship Guide

To ensure that your design looks great and neatly fits our layout, please follow our detailed file preparation guidelines. This production guide is written for individuals with previous design experience.

We encourage you to use our downloadable templates that include preformatted settings. Simply select your design software and the placement size from our library of templates, and then build your design. It's the quick and easy way to get started. Follow this link: <http://bit.ly/1qCrxHQ>.

Questions? Contact Julia Melnick at [jmelnick@massmoca.org](mailto:jmelnick@massmoca.org) or 413.664.4481 x8156.

### Sizes

| Size      | Shape      | Dimensions (w x h) |
|-----------|------------|--------------------|
| 1/8 page  | square     | 2.815"w x 1.97"h   |
| 1/4 page  | vertical   | 2.815"w x 4.065"h  |
| 1/2 page  | vertical   | 5.75"w x 4.065"h   |
| Full page | no bleed   | 5.75" w x 8.25"h   |
| Full page | with bleed | 6.245"w x 8.75"h   |

### Supported Formats

#### Strongly preferred

Adobe Acrobat PDF

#### Also accepted:

InDesign

Adobe Illustrator EPS

Adobe Photoshop TIFF or JPG (350 dpi)

### Accepted Media

We prefer **digital files**, formatted with our **online template** and then **submitted via email** attachment.

### Guide to Preparing Documents

#### To Build files

[Use MASS MoCA templates](#)

#### To Send files

##### Adobe Acrobat PDF

Use the Press Optimized settings for Adobe Distiller. Do not use Screen Optimized.

##### InDesign

Please export completed file as a high quality print PDF as described above.

##### Adobe Illustrator EPS

Include all fonts or convert to outlines before saving. Embed all placed images, or include images with EPS file.

##### Adobe Photoshop TIFF or JPG

Save B&W line art at 800 ppi. Save with tone images as 350 ppi (min.) greyscale TIFFs (w/LZW on).

### Other Guidelines

#### Fonts

Use only postscript (not truetype) fonts. Whenever possible, convert fonts to outlines in InDesign and Illustrator. Minimum type size: 6 point.

#### File Names

Please include establishment name in the file name.

**½ page**  
5.75" × 4.065"

**¼ page**  
2.815" × 4.065"

**⅛ page**  
2.815" × 1.97"

**Full page, no bleed**  
5.75" × 8.25"

**Full page, full bleed**

6.245" × 8.75"

Trim size is 6" × 8.5"  
keep live matter .125" from edge