

2020 CEW Women's Leadership Awards Journal Page Specs

For ad examples, please review the 2019 journal here: <https://eweb.cew.org/eweb/2019AAJournal/>

- Publication Size:** 8½" x11"
- Purchase Deadline:** **Monday, October 19, 2020 5PM (EST)**
- Artwork Deadline:** **Friday, October 23, 2020 5PM (EST) to journal@cew.org**
- Artwork Specifications:** See below.

REQUIREMENTS

1. **IMAGES/LOGOS:** All hi-res images (minimum 300 DPI) must be in place. Any logos must be provided as an Illustrator file with all fonts outlined or as a Hi Res PDF, or as a Hi Res EPS file.
2. **FONTS:** Fonts must be included in the packaged files, or if using Adobe Illustrator, they should be outlined.
3. **FORMAT:** All pages **must** be composed in the following format:
 - **PDF/x-1a:** 2001 exported from InDesign, or high res 300+ dpi PDF from Photoshop, Quark or Illustrator.
4. **ARTWORK:** Send artwork, via e-mail to Kristyn Velez at journal@cew.org by **Friday, October 23, 2020.**

PAGE SPECIFICATIONS

FULL PAGE

- 8.5 x 11

TWO-PAGE SPREAD

- Two (2) 8.5 x 11 pages, side by side

Note: For two-page spreads, we do not recommend running copy/type across gutter.

QUESTIONS?

Page Purchases: Ben Klein, bklein@cew.org
Page Artwork/Specs: Kristyn Velez, journal@cew.org

JOURNAL PAGE GUIDELINES

In addition to saluting honorees, journal pages **may include** the following information:

- Logos, brand or trade names, and tag lines that are part of your company's identity
- Your company's contact information (including your web address)
- Support for CEW's mission or particular CEW programs
- Non-qualitative descriptions or images of your products, services, facilities or company
- Substantiated claims about your brand/company

In compliance with tax laws, CEW is **unable to accept** journal pages which include:

- Superlatives or other qualitative or comparative statements about your company, products, or services that are not a part of your company's established identity (examples of unacceptable language include, "the best ...," "the leading...," etc.)
- Price or value information (e.g., "\$10 off with this ad")
- Encouragement to buy your products or services

Thank you for your understanding and cooperation.

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