

Institute Sponsor Ad Specifications

Thank you for supporting the Big West Institute. Please prepare artwork to these specifications so your ad reproduces cleanly in print.

Your ad appears in the printed Directory of Rotary Leaders, distributed to district and zone leadership across Rotary Zones 26 and 27. The directory is a compact **5.5 × 8.5 inch** book, printed in **full color** and **coil-bound**. All specifications below are confirmed with our printer.

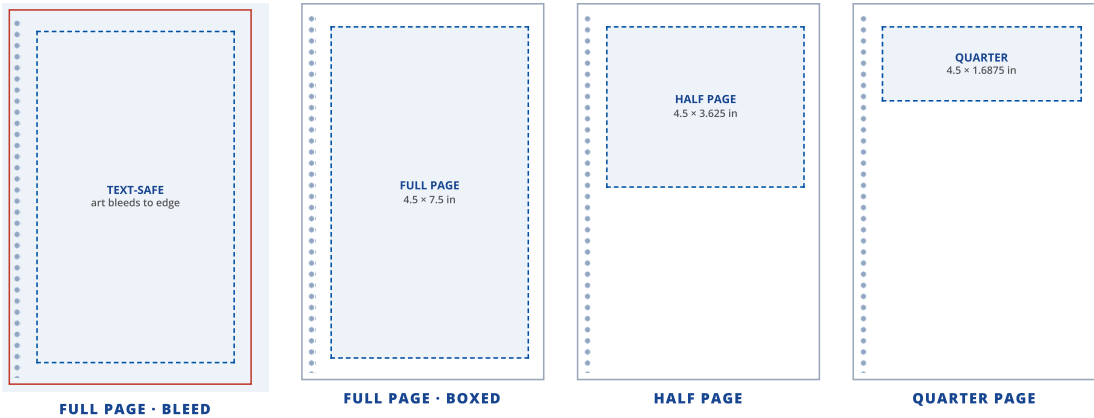
AD RATES AND SIZES

TIER	RATE	FILE SIZE	NOTES
Full page · full bleed	\$1,100	6.0 × 8.75 in	Artwork runs to the trimmed edge; one universal file works on either side of the book. See the full bleed guidelines on page 2.
Full page · no bleed	\$1,000	4.5 × 7.5 in	Fills the live area of one page, inside the page margins.
Half page	\$500	4.5 × 3.625 in	No bleed. Stacks with another half page, or sits above two quarter pages.
Quarter page	\$250	4.5 × 1.6875 in	No bleed. Two quarter pages sit below a half page.

All dimensions are width × height, in inches. No-bleed ads are boxed within the page margins; a thin keyline border around your ad is optional and is your choice.

To secure an ad in the directory, reserve your space at www.register.zoneinstitute.org/2026-directory-ads

HOW ADS SIT ON THE PAGE



MARGINS & BINDING (NO-BLEED ADS)

- **No bleed:** boxed ads sit inside the page margins. Do not extend art past your ad's edges and do not build files larger than the sizes above.
- **Binding edge:** the book is coil-bound. Your ad is placed clear of the coil by the page margins, so no extra clearance is needed inside your artwork.
- Do not design artwork that crosses the gutter between pages; the coil interrupts the spread.

FILE REQUIREMENTS

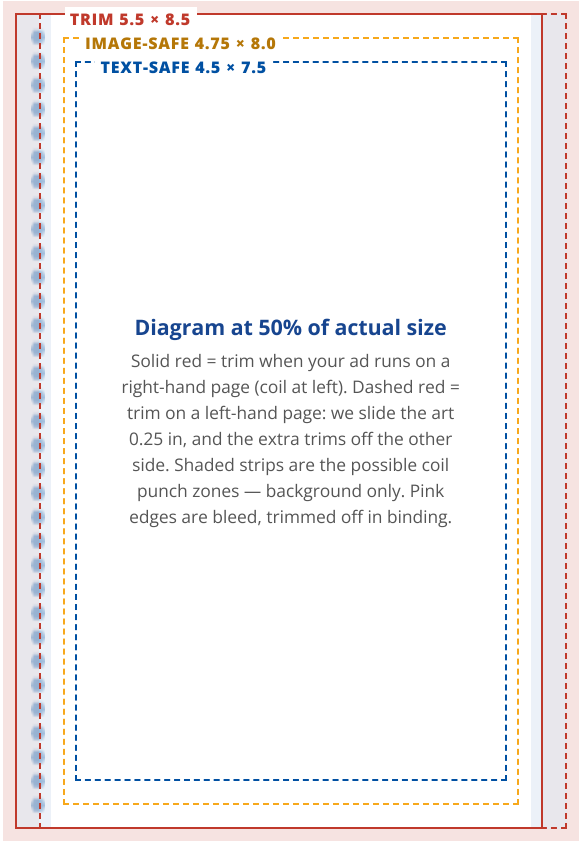
- **Format:** print-ready PDF (PDF/X preferred). One ad per file.
- **Color mode:** CMYK only — no RGB, no spot or Pantone colors. Total ink coverage 300% or less.
- **Black text:** solid black text set to 100% K only, not a four-color mix.
- **Fonts:** embed all fonts, or convert text to outlines.
- **Images:** 300 ppi or higher at placed size; no screen grabs.
- **Sizing:** build to the exact size for your tier — no crop or printer marks, no extra white space.

HOW TO SUBMIT

DEADLINE Monday, August 10, 2026 | **SEND ARTWORK TO** kahikele@me.com
Questions about sizing or file preparation? Contact us before the deadline and we will help.

Full Bleed Guidelines — Full Page Ads

If you want your background color, photo, or artwork to run all the way to the trimmed edge of the page, build ONE universal file to the zones below. It works on either side of the coil-bound book: the extra bleed width lets us slide your artwork toward the spiral when we place it, whichever page side your ad lands on — and the printed page always shows the same margins as the rest of the book.



FILE GEOMETRY

ZONE	DIMENSIONS	KEEP HERE
File size	6.0 × 8.75 in	Total artwork size; fill it edge to edge. The extra width is bleed slack for placement.
Trim	5.5 × 8.5 in	The final page edge after cutting. We position the trim window in your file for the page side your ad lands on; at least 0.125 in of bleed is trimmed off every edge.
Image-safe	4.75 × 8.0 in, centered	0.625 in from the left/right file edges, 0.375 in from top/bottom. Photos and non-critical artwork.
Text-safe	4.5 × 7.5 in, centered	0.75 in from the left/right file edges, 0.625 in from top/bottom. ALL text and logos.

HOW PLACEMENT WORKS

- **One coil clearance, not two:** on a right-hand page the coil is at the left; we align your art flush and trim the extra 0.375 in off the right. On a left-hand page we slide the art 0.25 in the other way. Either way the printed page shows text 0.625 in off the coil and 0.375 in off the outside edge — identical to the rest of the book.
- **The coil punch** bites 0.375 in inside the trim on the spiral side (printer-confirmed) and destroys anything in its path; the image-safe box clears it with cutting variance on whichever side the coil lands.
- **Top and bottom never shift:** 0.375 in from the file edge keeps imagery safe from the cutter; 0.625 in keeps text consistent with the book's margins.
- Background art MAY fill the coil zone and the bleed — punch holes through a background look intentional; through a logo, destroyed.

RULES FOR BLEED FILES

- Extend backgrounds and images to the full 6.0 × 8.75 in file edge; no white slivers between your art and the file edge.
- Avoid pinning design elements to a left/right file edge — those edges get trimmed by different amounts depending on page side. Backgrounds and full-width photos handle this fine.
- Do NOT use a border or keyline — cutting variance of 1–2 mm makes a border look visibly uneven.
- No crop, printer, or registration marks; file size alone (6.0 × 8.75 in) tells us it is a bleed file.
- Each ad is a single page — no artwork crossing to a facing page.