

Kentucky EMS Conference and Expo

Graphic Requirements

Some sponsorship packages allow for your logo to be placed on our conference Internet site and on signage displayed throughout the conference halls. Some sponsorship packages also allow for a half or full-page advertisement to be included in our printed conference program.

You must provide your own artwork in a graphic format usable by us and at a resolution that looks professional and does not degrade your art work.

For logos appearing on our Internet site and conference signage:

Recommendation: We strongly recommend that you submit your art work in a vector graphic format as an EPS (Encapsulated PostScript) file. This is a graphic standard and will allow us to resize any artwork as needed. We can also work directly with AI (Adobe Illustrator) files from Adobe Creative Suite 5 or earlier. Any fonts used should be converted to outlines. The color profile should be embedded in the file.

If you are unable to provide a vector graphic, you may alternately provide a bitmap graphic in a JPEG, GIF, or TIFF format. GIF graphics may not include animated images. We can also work directly with PSD (PhotoShop Document) files from Adobe Create Suite 5 or earlier; any fonts used should be converted to outlines and we recommend the sRGB color profile be embedded in the graphic.

For logos appearing on our Internet site, the logo resolution should be 150 pixels on its longest axis (width or height, or both if a square logo).

For logos appearing on our signage, the logo resolution should be 3,600 pixels on its longest axis (width or height, or both if a square logo). This would create an image 12 inches high or wide at 300 dpi.

For advertisements appearing in our conference program:

Half-page ads are 5 inches high by 7.3 inches (7-5/16") wide at 300 dpi. (1500 pixels high by 2190 pixels wide.)

Full-page ads are 10 inches high by 7.3 inches (7-5/16") wide at 300 dpi. (3000 pixels high by 2190 pixels wide.)

Recommendation: We strongly recommend that you submit your art work in a vector graphic format as an EPS (Encapsulated PostScript) file. This will allow us to tweak the size of any artwork as needed. We can also work directly with AI (Adobe Illustrator) files from Adobe Creative Suite 5 or earlier. Any fonts used should be converted to outlines. The color profile should be embedded in the file.

If you are unable to provide a vector graphic, you may alternately provide a bitmap graphic in a JPEG, GIF, or TIFF format. We can also work directly with PSD (PhotoShop Document) files from Adobe Create Suite 5 or earlier; any fonts used should be converted to outlines and we recommend the sRGB color profile be embedded in the graphic.

Because of e-mail size limitations we recommend submitting a JPEG image with minimal compression.