



Doctor's Bag Insert Guidelines

ATC doctor's bag insert sponsors must have their insert graphic approved by ATC prior to production. Sponsors have the option of printing their insert on their own, or having the ATC designated printer produce.

Print Guidelines

Content: Showcases educational literature, invitations, brochures, and promotional items.

Quantity Produced: 3,000 inserts

Final Print Size: 8.5" x 11"

Maximum Weight: 2 oz.

Restrictions:

Due to their weight and bulk, magazines, newspapers, and other publications will not be permitted to be distributed. Prices are based on an average-sized paper insert. Bulk items will be assessed an additional fee based on weight and dimensions. Please contact Melanie Ryan at mryan@atcmeeting.org for more information

Timeline of Insert Production

- 1) **April 24, 2019** - Graphic Approval to ATC, Melanie Ryan, mryan@atcmeeting.org
Confirmation of sponsor printing with ATC printer or printing on own must be made at this time.
- 2) **May 4, 2019** – Approved graphic sent to ATC printer for production.
- 3) **May 11, 2019** – **Deadline for inserts to be received should sponsor print on own.**

All shipments should be labeled as follows:

***American Transplant Congress 2019 – ATC
Doctor's Bag Insert
c/o Lizzy Bier
Perfect Communications
1533 Glen Avenue
Moorestown, NJ 08057***

ATC Printer Instructions

ATC has designed Perfect Communications to print and insert all doctor's bag inserts. Should a sponsor want Perfect Communications to print inserts directly, please contact **Lizzy Bier** for pricing and file transfer information:

Lizzy Bier
Telephone: 856-242-5121
Email: lbier@perfectcommunications.com

Graphic files will need to be submitted by **May 9, 2019**.

Checklist on Production using the ATC Printer

- 1) The file document or layout size should be set to the actual final trim size. (Max final size is 8.25x10.5.)
- 2) When creating a multi-page document for a booklet, create the pages as you would read them. An example for this would be the cover is pg1, inside front cover is pg2 and the next page would be the start of the text and so on. **Sending the file as individual pages is preferred.**
- 3) Add **1/8th inch bleed** on all sides when needed. Bleed refers to objects that extend beyond the edge, the final size, of the printed page.
- 4) Check that your images are high enough quality for printing. We recommend **at least 300 dpi**. If preparing images for our digital printing workflow the images can be left in RGB mode. For our conventional workflow, we prefer images in CMYK.
- 5) When creating a file for print, check that your desired colors are included and correct in the color palette. For example, for a job to print 2 specific PMS colors, make sure your document is only using the 2 colors needed. Any job printing in 4 color process, the color choice does not matter. We will automatically convert all colors in the document to print in cyan, magenta, yellow and black.
- 6) If **creating a PDF file** for final output use the following steps: use no compression
 - embed (don't subset) all fonts
 - leave all colors unchanged
 - uncheck any of the advanced settings check boxes
 - set any compliance standards to none.
 - Add bleed on all sides if needed and **leave all marks off**, which include crop, bleed, registration marks, etc.