THE MIDWEST CLINIC
International Band & Orchestra Conference

2025 DIGITAL PROGRAM SPECS
ALL MATERIALS DUE NOVEMBER 1, 2025
SUBMIT HERE

GOLD $1,050
- Full-Page: 8.5"x11"
- Placement in first 1/3 of digital program book
- Up to 5 links to external content
- Up to 3 pieces of embedded content: video, audio, animations
- **Download Full-Page template**

SILVER $775
- Full-Page: 8.5"x11"
- Up to 4 links to external content
- Up to 2 pieces of embedded content: video, audio, animations
- **Download Full-Page template**

BRONZE $525
- Half-Page: 8.5"x5.5"
- Up to 3 links to external content
- 1 piece of embedded content: video, audio, animations
- **Download Half-Page template**

BASIC $300
- Half-Page: 8.5"x5.5"
- 1 link to external content
- **Download Half-Page template**

GENERAL INFO
- Content must be submitted online as a PDF and payment must be received by the November 1 deadline.
- The Digital Program Book will be distributed via the Midwest Clinic website, social media platforms, the 2025 event app, and available via QR code links and signage onsite at the 2025 conference.
- Sponsors will receive performance metrics for their pages upon request, including link clicks and pageviews. Metrics will be available Jan 2026.

QUESTIONS?
communications@midwestclinic.org

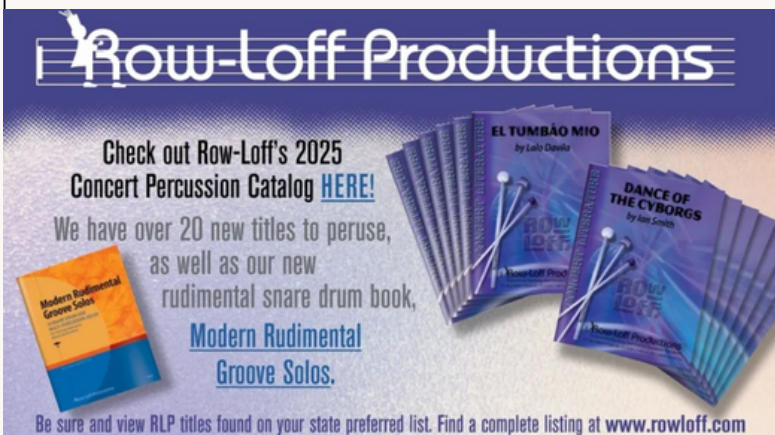|	

VIDEO SPECS	**Video files can be submitted two ways:**
	1. Submit embeddable YouTube video URL(s), and let us know where to link your video(s) on your page **(preferred)**
	   a. We recommend adding a play button or other visual indicator to your page where you would like the video to be embedded, so that viewers know to click (sample on the next page).
	2. Submit a copy of your video(s) for us to add to your page, and let us know where to link it.
	   a. Videos must be uploaded MP4 format.
	   b. Each video must be under 100MB.
	   c. We recommend adding a play button or other visual indicator to your page where you would like the video to be embedded, so that viewers know to click.

AUDIO SPECS	**Audio files must be submitted to us** to embed on your page after it has been added to the digital book.
	1. Upload a copy of your audio file(s), and let us know where we should link the file(s) on your page.
	   a. Audio files must be uploaded in MP3 or MP4 format.
	   b. Each audio file must be under 100MB.
	   c. We recommend adding a play button or other visual indicator to your page where you would like the video to be embedded, so that viewers know to click (sample on the next page).

PAGE SPECS	• **Size:** Full-Page 8.5"W x 11"H; Half-Page 8.5"W x 5.5"H - <u>Templates here</u> • **Image Resolution:** PDF must have a minimum resolution of 300 DPI. Higher resolutions are encouraged. • **Fonts and Transparency:** Transparencies should not be flattened and PDF must contain embedded fonts. Embedded subsets are acceptable; Composite and Identity-H fonts should not be used as they will not render properly. • **Printer Marks & Page Bleed:** PDF must NOT contain bleed, gutter, or crop marks. • **Spreads:** PDF must contain individual pages, NOT cover layouts or other reader spreads. Do not output page spreads on single PDF pages. • **Masked Text & Ligatures:** PDF must not contain masked text, and disable ligatures. • **Clipping Paths:** delete clipping paths when possible to avoid white ghost lines in your converted PDF. • **Selectable Text:** in order to include your content in dynamic menus, we must be able to select, copy & paste the text within your PDF. If you use text outlines or raster images and you cannot select, copy & paste the text, then your issue will not be searchable. Please note that private-use Unicode characters will not be searchable. In general, text must be ASCII or map to Unicode to be searchable. • **RGB ColorSpace:** We recommend only using the "DeviceRGB" colorspace. While CMYK, RGB, and other colorspaces are supported, some colors will be transitioned during the conversion process, and may display differently in the digital edition than when submitted. Using DeviceRGB colorspace removes the need for color conversion and will result in truer colors in the digital edition. • **Overprint:** do not use overprint; any overprint data will be ignored. • **Export:** PDFs should be exported as high-quality print. Do not export files as interactive. • **URLs:** all URL links should be embedded into your PDF file to ensure they are clickable by viewers. You may also submit URLs to be added by our team, at no cost, when you upload your page.
SUBMIT	<u>Submit your PDF and all related content by **November 1, 2025** via the online form.</u>

CONTENT AND LAYOUT

We recommend using San-Serif fonts size 16 or larger to ensure legibility when viewed on mobile, and focusing on a few key messages/images to grab your viewer's attention.

IMAGERY

Use high-resolution (1MB or larger) images, suitable to be printed, to ensure sharpness and clarity for your viewers.

LINKS

Links can be added anywhere on your page. We do **NOT** recommend adding a QR code to your page, as the program book is entirely digital and your viewers will likely already be viewing it on a mobile device. Instead, include a button, underlined text, or other visual clue to tell your readers where to click.

VIDEO AND AUDIO FILES

Include visual clues for your audience to click on your video/audio files, such as a play button, YouTube icon, or speaker icon. Upon clicking, a window will pop up in-screen with your multimedia content.