



**Twenty-eighth Annual Dinner  
And Presentation of the William O. Douglas Award**

March 30<sup>th</sup>, 2020

Award Recipient – James L. Kroeker

**Dinner Program Specifications**

Advertising Specifications and Mechanical Requirements:

1. Program trim size: 5 1/2" x 8 1/2"
2. Page size: All ads are full page: 4 1/2" wide x 7 1/2" deep  
Bleed ads are not available.
3. Color: **one color PMS 295C** (program will be printed on gloss-coated stock)
4. Electronic ad requirements

Print or Press ready PDF preferred. Photoshop EPS or TIFF files are also accepted.  
Please make certain all fonts and graphics are embedded in PDF files.  
Graphics (logos, pictures, etc.) should be at least 300 dpi.

RGB images are not supported. If preparing an EPS file, ensure that the encoding is set to Binary and not the JPG setting

**Word documents and PDFs created from Word cannot be accepted.**

5. Art submission: deadline for submission is. **March 2, 2020**  
**All ads must be labeled with your company's name and provide a contact person's email and phone number.** (e.g. LawFirmName\_ASECA.pdf)

Please do not send ads which are password protected.

Please forward your ad submission to Deborah Keeler [info@secalumni.org](mailto:info@secalumni.org). If you have questions, please feel free to email or call (202) 735-7168.