



PDF files preferred — PDF/X-1a or PDF/X-4

- Image Resolution: 300 ppi at 100% of reproduction size
- CMYK inks only. **No spot colors!** All spot, lab or RGB colors will be converted to CMYK and we cannot guarantee color match.
- All ad sizes require an additional .125" bleed on all sides.
- *Keep it safe!* Keep text and graphics not intended to bleed a **minimum of .25" from the trim (safe area)** to allow for variances in printing.

Half Page (horizontal)

Ad size: 8.5" x 5.5"

Include additional .125" bleed on all sides (required): 8.75" x 5.75"

Half Page (vertical)

Ad size: 4.25" x 11"

Include additional .125" bleed on all sides (required): 4.5" x 11.25"

Full Page

Ad size: 8.5" x 11"

Include additional .125" bleed on all sides (required): 8.75" x 11.25"

Two-Page Spread

Ad size: 17" x 11"

Include additional .125" bleed on all sides (required): 17.25" x 11.25"

Respect the gutter! DO NOT run text or graphics that requires tight registration across the center of the spread.

Ad Submission & Questions

Please email your ad to: denise.wald@eventshows.com

If you have any questions about your advertising placement or formatting, please contact The Event Group, Incorporated Marketing Department at denise.wald@eventshows.com.