

Expo Hall Show Guide

Electronic Specifications:

The following specifications are for MAC files only.
PC files are acceptable if they follow specifications.

Full Page Color Ad

FULL PAGE AD WITH BLEED

8.5" w x 11" h TRIM SIZE
*(Please make sure your artwork extends at least 1/8 of
an inch outside of the trim size all the way around)*

7.75" w x 10.25" h LIVE AREA

8.75" w x 11.25" h BLEED SIZE

FULL PAGE AD WITHOUT BLEED

7.75" w x 10.25" h AD SIZE

Half Page Color Ad

HALF PAGE AD WITH BLEED

8.5" w x 4.75" h TRIM SIZE
*(Please make sure your artwork extends at least 1/8 of
an inch outside of the trim size all the way around)*

7.75" w x 3.875" h LIVE AREA

8.75" w x 4.875" h BLEED SIZE

HALF PAGE AD NO BLEED

7.75" w x 4.375" h AD SIZE

1/4 Page Color Ad

1/4 PAGE AD NO BLEED

7.75" w x 2.125" h AD SIZE

MATERIALS DUE MARCH 12, 2010

APPLICATIONS ACCEPTED

Adobe Acrobat 8.0 (high resolution PDF, embed all fonts) *preferred**
Please offset your crop marks by .167.

Photoshop CS3 (saved as TIFF or EPS)

GRAPHICS

Line art must be at least 1200 dpi and photos should be 300 dpi or higher. We will not be responsible for the reproduction of graphic elements that do not meet these requirements and will reject unacceptable quality.

FONTS

Please convert fonts into outlines if submitting an ad created from Adobe Illustrator or another vector program. Otherwise, you must embed the fonts into your document and include fonts embedded in graphics files when you submit your file - TrueType fonts for PC files.

COLORS

Convert all EPS and TIFF files to CMYK before placing in final document. Please convert spot colors to CMYK also. We accept color ads only for the Show Guides.

COMPRESSING FILES

StuffIt or Zip compressed files accepted. Self-extracting files preferred.

REMOVABLE MEDIA ACCEPTED

CD or DVD

EMAIL ADS

Ads meeting specifications can be sent via email to heidi@grouperdesign.com.

File size limit for e-mailed ads is 5MB. Ads over 5MB should be put on CD and mailed to the address below or placed on our ftp site. Please e-mail Heidi or call for login instructions.

COLOR PROOFS

We require a proof created from a SWOP certified system. If no color proof is submitted, we are not responsible for color accuracy.

PRODUCTION CONTACT

Heidi Navarro ■ Grouper Design and Prepress
704 Main Street, Route 6A ■ Dennis, MA 02638
508-385-0808 ■ 508-385-0807 Fax ■ heidi@grouperdesign.com