

# VirtualizationPro

## 2010 SUMMIT & EXPO

### Expo Hall Show Guide

#### Electronic Specifications:

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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 atleast 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

#### 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](mailto: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](mailto:heidi@grouperdesign.com)

MATERIALS DUE FEBRUARY 12, 2010

MARCH 16-19, 2010 • LAS VEGAS, NV