

ABC Kids Expo 2018 Spring Advertising Specifications

GENERAL

File Formats:

- Preferred file format is high resolution, press-ready PDF X1A (300 dpi)
 - To ensure reliable output always "Create Outlines" when using fonts in Illustrator and InDesign.
- If you are sending a PDF, please **ALSO** include an AI or EPS.
 - All art should be saved in EPS format, with CMYK for color work.
 - All final images and fonts must be included. In the event we receive PC files, we will substitute Mac fonts for PC fonts, using our closest approximation.
 - File must be provided with a minimum of two layers (images/graphic in one layer and text in a second layer).
 - Adobe CS3 Software is our standard production software, which includes Photoshop, Illustrator, and Acrobat.

File Names:

- File names should include the type of advertising, your exhibitor/company name, ad item and year.

Examples:

ShowDirectory_MyCompany_FullPageSpring2018

ABCtv_MyCompany_RegPanelSpring2018

Submitting Final Ad Materials*:

- All files should be zipped and uploaded to our FTP site.
 - FTP Address: <ftp://theabcshow.com>
 - Username: adfiles
 - Password: Abcad\$
- All Spring Show Directory Ad files and artwork images uploaded to the FTP site should be accompanied by email notification to deanna@theabcshow.com. This email should include your exhibitor/company name and the name of the file(s) that you uploaded.

**Your company is responsible for the accuracy of files submitted. ABC is not responsible for print quality or distortion of print due to exhibitor submission of files in any other format than the approved formats above. ABC does not alter or spell check any artwork submitted and is not responsible for any errors submitted by the exhibitor for print. Please verify that your artwork is correct, error free, and in the approved file format prior to submitting for print.*

SPRING SHOW DIRECTORY

Note: The deadline for receipt of the Show Directory ad insertion order and payment is Wednesday, March 21, 2018.

The deadline for ad material is **Wednesday, March 28, 2018**. Any artwork received after this date will not be included in the final print. No refunds will be issued as a result of missing the artwork deadline.

Full Page Ads (full bleed)

- Prints Four Color Process - all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Portrait" format
- "Spreads" should be sent as individual one page files.
- Trim Size: 5.5" x 10.5"
- Bleed Size: 5.75" x 10.75" (1/8" on all sides)
- Non Bleed Size: 5.125" x 10.125"
- Critical Copy area: 5.125" x 10.125" (3/16" in from trim on all sides)

1/2 Page Horizontal Ads

- Prints Four Color Process - all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Landscape" format
- Final Dimensions of printed ad (1/2 page horizontal) 5.125" x 4.9675"
- NO BLEEDS

ADDENDUM

Full Page Ads (no bleed):

- Prints Black
- All Files should be saved as Grayscale
- Ads print in "Portrait" format
- Final Trim Dimensions of the printed addendum is 5.5" x 8.5"
- Final ad size (full page) 5" x 8"
- NO BLEEDS

1/2 Page Horizontal Ads:

- Prints Black
- All Files should be saved as Grayscale
- Ads print in "Landscape" format
- Final Dimensions of printed ad (1/2 page horizontal) 5.5" x 4.625"
- NO BLEEDS

THE VIRTUAL SHOW

Logos:

Maximum File Size: 300 x 50 pixels

File Types: JPEG, GIF

Color Mode: RGB only

Static Images:

Image Resolution: 478 x 330 pixels

72 DPI

File Types: JPEG, GIF, PNG

Banners on Website and floor kiosks:

Maximum File Size: 360 x 45 pixels

File Types: JPEG, GIF Static only, no animation

Color Mode: RGB only