

ABC Kids Expo 2019 Spring Advertising Specifications

GENERAL

File Formats:

- " Preferred file format is high resolution, press-ready PDF X1A (300 dpi)
 - o 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.
 - o All art should be saved in EPS format, with CMYK for color work.
 - o 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.
 - o File must be provided with a minimum of two layers (images/graphic in one layer and text in a second layer).
 - o 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:

LunchTicket_MyCompany_Spring2019 OpeningReception_MyCompany_Spring2019

Submitting Final Ad Materials*:

- " All files should be zipped and uploaded to our Drop Box site.
- " <https://www.dropbox.com/sh/p8hliiq9tdh188r/AABFkLIZ37RSewvumD55MRp2a?dl=0>
- " All Spring Show Directory Ad files and artwork images uploaded to the FTP site should be accompanied by email notification to elizabeth@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.*

THE VIRTUAL SHOW

Logos:

Your logo will be scaled automatically to fit size requirements, it must be a minimum of 100 pixels tall.

Acceptable file formats for show feature images are JPG and PNG

Max File Size: 600 x 200

Image Feature

Images can be displayed with or without text. in one of the three options show below.



Acceptable file formats for show feature images are JPG and PNG

Max File Size: 250 KB

VIDEO FEATURE Video

Resolution: 470 x 264 pixels (16 x 9 letterbox format)

File Type: .MOV, .WMV, .MP4 *

Max File Size: 50 MB *Duration: 2 minutes

Each video requires artwork for a preview thumbnail, it must be a minimum of 250 x 74 pixels..

HALL/FACILITY OVERVIEW BANNER PRODUCT CATEGORY BANNER

This banner appears on the floor plan facility overview or on individual halls.

Maximum File Size: 1456 x 180 pixels

Acceptable file formats for show feature images are JPG and PNG

Color Mode: RGB only

PRODUCT CATEGORY BANNER

These are shown on directory and floor plan product category searches

Maximum File Size: 640 x 100 pixels

Acceptable file formats for show feature images are JPG and PNG

Color Mode: RGB only

Virtual Event Pack

Note: The deadline for receipt of the Virtual Event Pack ad insertion order and payment is Friday, March 8, 2019. The deadline for digital ad material is Friday, March 8, 2019. Any artwork received after this date will not be included in the final digital mailer. No refunds will be issued as a result of missing the artwork deadline.

Digital T.E.A.M. Mailer Cards:

* All Digital Ads are in Portrait Format and are one-sided

* Final Dimensions of digital ad 4+W x 6+H

TOTE BAG INSERT

Note: The deadline for receipt of the Tote Bag Inserts (Qty. 750) is Monday, April 22, 2019

Ship to: ALL BABY AND CHILD SEC / SHOW MANAGEMENT
C/O FERN EXPOSITION AND EVENTS SERVICES / Kub Tradeshow Support
Attn: Marty Usher
1650 KLEPPE LANE
SPARKS, NV 89431