

## 2021 SHOW PROGRAM ADVERTISING SPECIFICATIONS

**DEADLINE: WEDNESDAY, SEPTEMBER 15**

### MATERIALS

Advertising materials may be emailed. Please include:

- Ad
- Company Name\*
- Phone Number\*
- Website Link\*

\* To be featured in advertiser's index.

### GUIDELINES

- Four-color CMYK Web offset printing (300 DPI)
- Perfect bound
- Embed all fonts, do not subset or allow substitution of fonts when converting your PDF file
- .25" bleed all sides (no crops, trims or color bars)
- .375" Live Area from trim on Full Page Ads (less than .375" text could be trimmed off)

### ACCEPTABLE FILE TYPE

- PDF (v1.4 or higher) created with Adobe Acrobat/Distiller, Mac or PC

All copy and artwork must be approved by show management. Any sponsor assets implying preference or association with show management is not allowed.

### HELPFUL HINTS

- Preflight the document to ensure all the information and guidelines are accurate
- View your PDF before sending to ensure nothing has changed, especially if using transparencies
- To achieve a "Rich Black" use this color conversion C:60 M:40 Y:40 K:100

### SEND MATERIAL TO

**Ann Donlon**

Programs Editor & Production Manager  
407-265-3131 x113 or 800-335-7469 x113  
[ann@premiereshows.com](mailto:ann@premiereshows.com)

No more than a 5 MB file should be sent at a time. Compress larger files with WINZIP or similar program. Online file sharing such as Hightail, WeTransfer or Dropbox are acceptable.

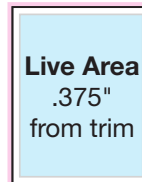
**AD SIZES** - All dimensions are width x height  
Please note **NEW** size for show program this year



### Two Page Spread

**Trim** 16.5" x 9"  
(send as spread)

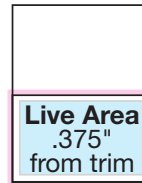
**Bleed** +.25"  
(17" x 9.5")



### Full Page

**Trim** 8.25" x 9"

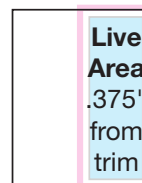
**Bleed** +.25" (8.75" x 9.5")



### Half Page Horizontal

**Ad Size** 8.25" x 4.5"

**Bleed** +.25" (8.75" x 5")



### Gatefold Vertical Ad

**Ad Size** 4.25" x 9"

**Bleed** +.25"  
(4.75" x 9.5")