



SHOW GUIDE ADVERTISING SPECIFICATIONS

OCTOBER 31–NOVEMBER 4, 2017 | SEVIERVILLE & PIGEON FORGE, TN

TERMS & CONDITIONS

Please note: if we do not receive your artwork by **9/27/2017**, we will create a black and white type-only ad that has company name and booth number in it and consider the contract fulfilled.

DIGITAL FILE SPECIFICATIONS

MECHANICAL REQUIREMENTS

Web offset. SWOP (Specifications Web Offset Publications) standards apply.

DIGITAL FILE FORMATS

TIFF/IT and PDF files: Files should be set up portrait, right reading, 100% size. No rotations. Trim, bleed, and safety marks should be included in file. (No marks in live area).

TIFF/IT-P1: CT res should be 304.8 dpi (res 12), SWOP CMYK, with total area density 300%. LW res should be a minimum of 1600 dpi. All trapping should be included in file.

PDF: Vendor prepared Acrobat PDF/X-a:2001 compliant file at least v.4.01, press optimized, 2400 dpi, composite.

CMYK: All fonts must be embedded; If EPS file, all fonts must be converted to outlines. All Graphics must be embedded.

NATIVE APPLICATIONS: InDesign CS6, Illustrator and Photoshop, Mac files preferred. Use Adobe Postscript fonts. Include all screen and printer fonts with document, including those embedded in accompanying images (such as logos). All linking art must be at least 300 dpi CMYK. No RGB or JPEG images.

Emerald Expositions, inc. accepts no responsibility for errors occurred in processing native files or files submitted without appropriate proofs. any file intervention required will result in charges to the advertiser.

HOW TO SEND FILES, COPY, ART & PHOTOS

1. Files can be submitted via Hightail:

<https://spaces.hightail.com/uplink/thechimlab>

2. Files on disk by mail:

Kirk Rosas
P.O. Box 1013
Carlsbad, CA 92018

3. Email submissions:

kirk@thechimlab.com
(Note: files over 10 MB may not transfer via email)

AD SIZE REQUIREMENTS

FULL PAGE AD

Trim size:

5.25 inch wide
by 8.25 inches tall

Live area:

4.5 inches wide
by 7.5 inches tall

Include 0.125 inch bleed
on all sides for *final size*:

5.5 inches wide
by 8.5 inches tall.

Cost: \$600

HALF PAGE AD

4.5 inches wide
by 3.5 inches tall
(non-bleed)

Cost: \$300

QUESTIONS?

kirk@thechimlab.com
tel: (760) 681-8841