IGES | SHOW GUIDE ADVERTISING SPECIFICATIONS SHEET

TERMS & CONDITIONS

Please note, if we do not receive your artwork by **September 27, 2024**, 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

AD SIZE REQUIREMENTS

MECHANICAL REQUIREMENTS

Web offset. SWOP (Specifications Web Offset Publications) standards apply. Line screen: 133. For density, the sum percentage of tone values is not to exceed 280%. Maximum screen tone value for any color is to be 85%.

FULL PAGE AD SIZE:

Live area: 4.5 inches wide by 7.5 inches tall (critical copy area)
Trim area: 5.25 inches wide by 8.25 inches tall
Bleed area: 5.5 inches wide by 8.5 inches tall (additional .125 inch each side)

HALF PAGE AD SIZE:

Live area: 4.5 inches wide x 2.75 inches tall (critical copy area)
Trim area: 5.25 inches wide x 4 inches tall
Bleed area: 5.5 inches wide x 4.25 inches tall (Add up to .125" bleed on all sides)

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 X, LLC. 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.
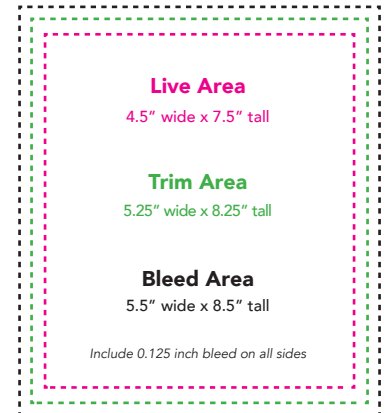
HOW TO SEND FILES, COPY, ART & PHOTOS:

Files must be submitted [here.](#)

FILE NAMING:

Please name the file(s) you are submitting using your company name.
Example: [Your Company Name]-1, [Your Company Name]-2, etc.

Live Area
4.5" wide x 7.5" tall

Trim Area
5.25" wide x 8.25" tall

Bleed Area
5.5" wide x 8.5" tall

Include 0.125 inch bleed on all sides

Live Area
4.5" wide x 2.75" tall

Trim Area
5.25" wide x 4" tall

Bleed Area
5.5 wide" x 4.25" tall
Include 0.125 inch bleed on all sides

QUESTIONS?

For questions about deadlines and production requirements, please contact:

Nan McDowell
nan.mcdowell@emeraldx.com
Tel: +1 770.291.5480