

IECSC New York 2014 SHOW DIRECTORY

AD CLOSE: JANUARY 27, 2014

MATERIALS DUE: FEBRUARY 3, 2014

Advertising Specifications

Ad Size	Width	Height
1/2 page horizontal	6.375"	4.5"
1/2 page horizontal bleed	7.625"	4.625"
1/2 page vertical	3.1875"	9.25"
1/2 page vertical bleed	3.8125"	10.25"
full page	6.375"	9.25"
full page bleed	7.625"	10.25"

Preview Trim Size: 7.375" x 10"

Note: Live matter must be held .25" inside trim.

Digital Data is required for all ad submissions.

Preferred format is PDF/X-1. Acceptable formats include PDF. Files should be press optimized, converted to CMYK, and have all fonts embedded. IECSC NY will be relieved of all responsibility for any form of compensation if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats. For detailed instructions of preferred formats, contact the production manager.

To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No makegoods will be issued on ads run without a SWOP proof.

AD SUBMISSION INSTRUCTIONS:

1. Go to www.iecsc.com/adupload
2. Click "IECSC New York 2014 Show Directory Ad"
3. On the following webpage, click "Choose File" to select your ad.
4. Enter your contact information.
5. Click "Upload" to submit your ad.

Questions?

Email questions to: cmarchese@questex.com



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