

Face & Body Mechanical Requirements

PRINTING: Four-color (CMYK) web offset

BINDING: Saddle-stitch

PROOFS: No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards. If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

Electronic Files

PREFERRED FILE FORMAT:

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your account executive.

- On full-page ads, all vital copy should be no closer than 1/4" to the trim.
 Less than 1/4" there is a chance the text could be trimmed-off.
 Allow a minimum of 1/8" to 3/16" bleed beyond trim *if ad bleeds*.
- Any lines must be 1/2 point or larger in size.

SENDING FILES:

- If your file is 20 MB or smaller, e-mail it to exhibitorcs@allured.com.
- For files larger than 20 MB, send through free online large file transfer services such as Dropbox, TransferBigFiles, Hightail, etc.
- Via CD-ROM: Please furnish a laser color printout. (Will not be returned.)

Special Advertising Opportunities

For ad inserts, tip-ons, bellybands, blow-ins and other specialty advertising opportunities, contact:

Shamella Anderson

Exhibit & Sponsorship

Eastern Region

Phone: 630-344-6041

Email: sanderson@allured.com

Chesney Nance

Exhibit & Sponsorship

Western Region

Phone: 630-344-6052

Email: cnance@allured.com

Advertising Sizes

All dimensions are width by height.



FULL PAGE

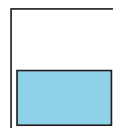
Trim
 5.5" X 8.25"
 139.7 mm x 209.55 mm



Bleed
 5.75" X 8.5"
 146.05 mm x 215.9 mm



Live
 4.83" X 7.75"
 122.68 mm x 196.85 mm



1/2 PAGE HORIZONTAL

4.83" X 3.82"
 122.68 mm x 97.03 mm

PDF CREATION TIP: When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area, and potentially print in the program. There is no need to create crop marks for partial ad sizes.