

AXPONA

AUDIO EXPO NORTH AMERICA

APRIL 21-23, 2017 • WESTIN O'HARE ROSEMONT
ROSEMONT/CHICAGO, IL

Event Guide Ad Material Specifications

Printing: Offset; 4-color (CMYK); Coated stock; Perfect-bound

FULL PAGE:

- *Page Size:*
 - **Trim Size (actual finished page size): 5.44" wide x 8.38" tall**
 - **Live area (keep all copy, logos and important art within this area) 4.94" wide x 7.88" tall**
 - For bleed ads: provide 1/8-inch bleed (extension of background art) on **each side** beyond trim (overall bleed ad size: 5.69" x 8.63")
- ***(IMPORTANT: When submitting a PDF of a bleed ad, the finished PDF must be provided in the full bleed size, 5.69" x 8.63", with bleed/trim marks visible).***

HALF-PAGE HORIZONTAL (no bleed)

- *Ad Size:* 4.94" w x 3.69" h
- No Bleed

Electronic files accepted (in order of preference):

- **Highest resolution PDF files (or PDFx1a), with all fonts embedded**
- InDesign CS6/CC2017 or earlier (complete package, with all fonts/linked graphics included)
- Illustrator or Photoshop EPS files (with all fonts/linked graphics included)

All fonts and linked artwork must be included or embedded

All art and graphics must be prepared as CMYK color, unless a BW ad.

(We cannot be responsible for quality problems resulting from missing fonts, artwork, and low resolution material.)

To submit material

- **Email or other electronic submissions: Files under 10MB can be sent via email (jerry@mayeroff.com). Larger files can be sent via Hightail to the following dropbox: <https://spaces.hightail.com/uplink/mayeroff>. If sending in a format other than PDF, please also include a reference PDF.**
- **For submission via CD, see address below.**
- **Any questions, please email jerry@mayeroff.com or call 773-761-0868.**

Ad material deadline: March 20, 2017

MATERIALS SHIPPING ADDRESS:

Mayeroff and Associates

2724 West Coyle Avenue, Chicago, Illinois 60645-3018

Phone: 773-761-0868; jerry@mayeroff.com

