



# PLANT BASED WORLD

## Conference & Expo

June 7–8, 2019 • Jacob K. Javits Convention Center • New York City

## Event Guide Ad Material Specifications

*Printing: 4-color (CMYK); Binding: Saddle stitched*

### **FULL PAGE:**

- Trim size (actual finished page size): 8.5" x 11"
- Live image area: 8" x 10" (keep critical copy and images in live area)
- Bleed page size: 9" x 11.5" (1/4-inch bleed on each side beyond trim)
- ***(IMPORTANT: If submitting a PDF of a bleed ad, the finished PDF must be submitted at the full bleed size, 9x11.5, with bleed/trim marks visible).***

### **HALF-PAGE HORIZONTAL**

- Ad Size: 8" w x 5.25" h
- No Bleed

### **Electronic files (in order of preference):**

- Highest resolution PDF files (or PDFx1a), with all fonts embedded
- InDesign CC 2018 or earlier (complete package, with all fonts/linked graphics included)
- Illustrator or Photoshop EPS files (with all fonts/linked graphics included, or text converted to outlines)

### **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 submitted electronically.)*

### **To submit material**

- ***Email or other electronic submissions: Files under 10MB can be sent via email ([jerry@mayeroff.com](mailto: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 mail, see address below.***
- ***Any questions, please email [jerry@mayeroff.com](mailto:jerry@mayeroff.com) or call 773-761-0868.***

**Ad material deadline: Wednesday, April 26, 2019**

### **MATERIALS SHIPPING ADDRESS:**

**Mayeroff and Associates, 2724 West Coyle Avenue, Chicago, Illinois 60645-3018  
Phone: 773-761-0868; [jerry@mayeroff.com](mailto:jerry@mayeroff.com)**

