



SPECIFICATIONS for Advertising and Logos in the SMTA International Show Directory

Ad Size (Black & White or Grayscale)

Directory page trim size is 8 1/2" x 11"

	<u>wide</u>	<u>tall</u>
• Full page (Covers - no bleed)	7 1/2"	10"
• 1/2 horizontal (no bleed)	7 1/2"	4 5/8"
• 1/2 vertical (no bleed)	3 5/8"	10"
• 1/4 square (no bleed)	3 5/8"	4 5/8"

Ad Rates

<u>Size/Position</u>	<u>Price</u>		
Cover 2 (full page - inside front)	\$1,500	½ Page Horizontal	\$900
Cover 3 (full-page - inside back)	\$1,000	½ Page Vertical	\$900
Cover 4 (full page - outside back)	\$2,000	¼ Page Square	\$450

Ad Submission

You must first register to Advertise online at <http://www.smta.org/smtai/sponsorinfo.cfm>

Submit artwork as follows:

1. Go to www.sextonprinting.com
2. Click on "Upload"
3. Fill out the form on the Upload Page. (Make sure all contact information is provided). **For the field titled "Email," select "Design."**
4. Upload your file – Artwork must be in Black & White or Grayscale .

Ad files must meet the following specifications:

- **Color mode:** Black/white or Grayscale at the correct size (see above)
- **Resolution:** 300 dpi

Acceptable file formats include:

- **Preferred:** High resolution PDF (fonts must be embedded)
- EPS, TIFF or JPG (minimum 300 dpi)
- Original layout files may be sent and **must be** accompanied by all artwork/supporting files **and** fonts (printer and screen fonts). Preferred software formats include Quark XPress, InDesign, Illustrator and Photoshop. **Files should be "packaged" or "collect for output" in one folder and compressed (zipped) before uploading.**
- Ads provided in a Word document **must include** original artwork and font (printer and screen fonts). *We cannot guarantee proper type flow and/or artwork reproduction if supporting files are not provided. Files should be "packaged" in one folder and compressed (zipped) before uploading.*

Once your ad has been received, the file will be preflighted to ensure it meets the printing requirements. You will be notified of any problems/concerns.

Questions regarding ad files can be directed to Renee Dubs at design@sextonprinting.com or at 651-255-1278.

Deadline submission for Show Directory Advertising and Logos is August 6, 2012.

Notice: Opportunities listed are offered on a first-come, first-served basis.

Restrictions and Cancellations: Anyone is welcome to advertise in the Show Directory. No refunds will be issued after receipt of the on-line application and payment are received at SMTA.