



## Show Directory Ad Specs

<u>AD SIZE</u>	<u>WIDTH</u>	<u>DEPTH</u>
Full page (non-bleed)	7"	10"
Full page (bleed)	8-1/2"	11-1/8"
Half page vertical	3-1/4"	10"
Half page horizontal	7"	4-3/4"
Quarter page standard	3-1/4"	4-3/4"

### General Mechanical Requirements

**Trim Size:** 8-1/4" x 10-7/8"

**2-page Spread Trim:** 16-1/2" x 10-7/8"

**Bleeds:** Bleed supplied 8-1/2" x 11-1/8"

Keep live matter 1/4" from all trim sides on all bleed ads and 3/8" in gutter for spread ads.

**Colors Available:** 4-color process and 4A standard colors

### Preferred Material

Material should be submitted as a PDF-X1A:high-res 300 dpi CMYK.