

MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE

Ad Sizes	Width	Height
Full page (with bleed)	8.375"	10.875"
Full page (no bleed)	8.625"	11.125"
Half page horizontal	7.25"	10"
Half page vertical	7.25"	4.75"
Quarter page	3.5"	10"
Business card	3.5"	4.75"
	3.5"	2"

AD REQUIREMENTS

□ Proofs:

All ads must be submitted with a proof that matches the ad.

□ File Format/Software:

High resolution PDF, TIF, or EPS files are preferred (actual size 300–600 dpi). Files in QuarkXPress, Adobe InDesign, Adobe Illustrator, and Adobe Photoshop are also acceptable. Include or embed all images and fonts when using QuarkXPress, InDesign or EPS files.

□ Media:

Digital files should be submitted on PC-formatted CDs. Files can also be sent by e-mail to cpostell@iccsafe.org and followed by a mailed printout. Compressed files in Zip (.zip) format are acceptable.

□ Graphics:

Images must be 300 dpi at the full display size and CMYK. *(Please note, all Duotones, Indexed color, LAB or RGB images will be converted to CMYK.)*

LOGO SPECIFICATIONS

□ File format:

Vector Graphics required (please no raster files). Illustrator EPS files preferred.

□ Color formats:

Include a PMS, CMYK and Black and White version, if possible (PMS preferred). TIFF acceptable, 300 dpi or better @ 100%; no JPEG files.

ARTWORK DEADLINES

□ Early-bird exhibitors' artwork (Quarter page, b/w or color): June 30.

□ Sponsorship artwork: July 31.

Remit ads to:

ICC Birmingham District Office
c/o Charity Postell
900 Montclair Road
Birmingham, AL 35213
Phone: 1-888-422-7233, x5288
email: cpostell@iccsafe.org.

All ads must be approved by show management.