

# ABC Kids Expo 2017 Advertising Specifications

## GENERAL

### File Formats:

- Preferred file format is high resolution, press-ready PDF X1A (300 dpi)
  - To ensure reliable output always "Create Outlines" when using fonts in Illustrator and InDesign.
- If you are sending a PDF, please **ALSO** include an AI or EPS.
  - All art should be saved in EPS format, with CMYK for color work.
  - All final images and fonts must be included. In the event we receive PC files, we will substitute Mac fonts for PC fonts, using our closest approximation.
  - File must be provided with a minimum of two layers (images/graphic in one layer and text in a second layer).
  - Adobe CS3 Software is our standard production software, which includes Photoshop, Illustrator, and Acrobat.

### File Names:

- File names should include the type of advertising, your exhibitor/company name, ad item and year.

#### **Examples:**

ShowDirectory\_MyCompany\_FullPage2017

ABCtv\_MyCompany\_15seccommercial2017

### Submitting Final Ad Materials\*:

- All files should be zipped and uploaded to our FTP site.
  - FTP Address: <ftp://theabcshow.com>
  - Username: adfiles
  - Password: Abcad\$
- All Show Directory Ad files uploaded to the FTP site should be saved in the Show Directory folder and should be accompanied by email notification to [advertising@theabcshow.com](mailto:advertising@theabcshow.com) . This email should include your exhibitor/company name and the name of the file(s) that you uploaded.
- All other images/artwork uploaded to the FTP site should be saved to the appropriate folder and should accompanied by email notification to [deanna@theabcshow.com](mailto:deanna@theabcshow.com) . This email should include your exhibitor/company name and the name of the file(s) that you uploaded.

*\*Your company is responsible for the accuracy of files submitted. ABC is not responsible for print quality or distortion of print due to exhibitor submission of files in any other format than the approved formats above. ABC does not alter or spell check any artwork submitted and is not responsible for any errors submitted by the exhibitor for print. Please verify that your artwork is correct, error free, and in the approved file format prior to submitting for print.*

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## SHOW DIRECTORY

**Note: The deadline for receipt of the Show Directory ad insertion order and payment is Wednesday, August 16, 2017.**

The deadline for ad material is **Wednesday, August 23, 2017**. Any artwork received after this date will not be included in the final print. No refunds will be issued as a result of missing the artwork deadline.

### **Full Page Ads (full bleed)**

- Prints Four Color Process - all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Portrait" format
- "Spreads" should be sent as individual one page files.
- Trim Size: 5.5" x 10.5"
- Bleed Size: 5.75" x 10.75" (1/8" on all sides)
- Non Bleed Size: 5.125" x 10.125"
- Critical Copy area: 5.125" x 10.125" (3/16" in from trim on all sides)

### **1/2 Page Horizontal Ads**

- Prints Four Color Process - all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Landscape" format
- Final Dimensions of printed ad (1/2 page horizontal) 5.125" x 4.9675"
- NO BLEEDS

### **Back Cover**

- Prints Four Color Process - all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Portrait" format
- Trim Size: 6" x 10.5"
- Bleed Size: 6.25" x 10.75" (1/8" on all sides)

### **Inside Front Cover (left side)**

- Prints Four Color Process - all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Portrait" format
- "Spreads" should be sent as individual one page files.
- Trim Size: 6" x 10.5"
- Bleed Size: 6.25" x 10.75" (1/8" on all sides)

### **Inside Front Cover (right side)**

- Prints Four Color Process - all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Portrait" format
- "Spreads" should be sent as individual one page files.
- Trim Size: 5.625" x 10.5"
- Bleed Size: 5.875" x 10.75" (1/8" on all sides)

## ADDENDUM

**Note: The deadline for receipt of the Addendum ad insertion order and payment is Wednesday, August 23, 2017.**

The deadline for ad material is **Wednesday, August 30, 2017**. Any artwork received after this date will not be included in the final print. No refunds will be issued as a result of missing the artwork deadline.

### Full Page Ads (no bleed):

- Prints Black
- All Files should be saved as Grayscale
- Ads print in "Portrait" format
- Final Trim Dimensions of the printed addendum is 5.5" x 8.5"
- Final ad size (full page) 5" x 8"
- NO BLEEDS

### 1/2 Page Horizontal Ads:

- Prints Black
- All Files should be saved as Grayscale
- Ads print in "Landscape" format
- Final Dimensions of printed ad (1/2 page horizontal) 5.5" x 4.625"
- NO BLEEDS

## FLOOR PLAN MAP

**Note: The deadline for receipt of the Floor Plan Map ad insertion order and payment is Wednesday, August 16, 2017.**

The deadline for ad material is **Wednesday, August 23, 2017**. Any artwork received after this date will not be included in the final print. No refunds will be issued as a result of missing the artwork deadline.

### Deluxe Card Ads (no bleed):

- Prints Four Color Process – all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Landscape" format
- Final Dimensions of printed ad 2" x 5.5"
- NO BLEEDS

### Exclusive Back Panel Ad (no bleed):

- Prints Four Color Process – all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Portrait" format
- Final Dimensions of printed ad 5.75" x 10.25"
- NO BLEEDS

## T.E.A.M. MAILER

**Note: The deadline for receipt of the T.E.A.M. Mailer ad insertion order and payment is Wednesday, August 9, 2017.**

The deadline for ad material is **Wednesday, August 16, 2017**. Any artwork received after this date will not be included in the final print. No refunds will be issued as a result of missing the artwork deadline.

### Digital T.E.A.M. Mailer Cards:

- Prints Four Color Process – all PMS colors are Pro-matched
- All Ads print in "Portrait Format" and are two-sided
- Final Dimensions of printed ad 4"W x 6"H

## THE CENTER

Note: The deadline for receipt of The Center ad insertion order and payment is **Wednesday, August 30, 2017**.  
The deadline for ad materials is **Wednesday, September 6, 2017**.  
Materials for literature pockets must be brought to The Center on **Thursday, October 12, 2017**.

### Literature Pocket

- All materials should be brought to The Center on **Thursday, October 12, 2017**.
- 500 brochures per pocket are needed
- No product samples unless approved in advance

### Backlit Marquis

- Prints Four Color Process
- Image Size: 50 ¼ " wide x 19 1/2 " high

### Mini Billboard

- Prints Four Color Process
- Image Size: 10.75" wide x 13.75" high
- No Bleed

### Media Wrap

- Prints Four Color Process
- Image Size 12" high x 320" wide

### Base Panels

- Prints Four Color Process
- Image Size 12 1/4" high x 54 3/8" wide

## THE VIRTUAL SHOW

### Logos:

Maximum File Size: 300 x 50 pixels  
File Types: JPEG, GIF  
Color Mode: RGB only

### Static Images:

Image Resolution: 478 x 330 pixels  
72 DPI  
File Types: JPEG, GIF, PNG

### Banners on Website and floor kiosks:

Maximum File Size: 360 x 45 pixels  
File Types: JPEG, GIF Static only, no animation  
Color Mode: RGB only

### Exclusive Mobile Application Sponsor Banner:

Maximum File Size: 320 x 50 pixels  
File Types: JPEG, GIF Static only, no animation  
Color Mode: RGB only

### **TOTE BAG INSERT**

Note: The deadline for receipt of the Tote Bag Inserts (**Qty. 5000**) is **Wednesday, September 13, 2017.**

- Ship to:  
Opportunity Village  
Attn: ERC Manager – ABC Kids Expo  
6050 South Buffalo Drive  
Las Vegas, NV 89113

### **FLOOR LOGO ADHESIVES**

Note: The deadline for receipt of the Floor Logo Adhesives ad insertion order and payment is **Wednesday, August 30, 2017.**  
The deadline for ad material is **Wednesday, September 6, 2017.**

- Prints Four Color Process
- Final Image Size 36" high x 48" wide
- File Types: AI or EPS

### **DOOR CLINGS**

Note: The deadline for receipt of the Door Clings ad insertion order and payment is **Wednesday, August 30, 2017.**  
The deadline for ad material is **Wednesday, September 6, 2017.**

- Prints Four Color Process
- Final Image Size 24" high x 24" wide
- File Types: AI or EPS

### **WINDOW CLINGS**

Note: The deadline for receipt of the Window Clings ad insertion order and payment is **Wednesday, August 30, 2017.**  
The deadline for ad material is **Wednesday, September 6, 2017.**

- Prints Four Color Process
- Final Image Size 48" high x 48" wide
- File Types: AI or EPS

### **REGISTRATION KICK PANELS**

Note: The deadline for receipt of the Registration Kick Panels ad insertion order and payment is **Wednesday, August 30, 2017.**  
The deadline for ad material is **Wednesday, September 6, 2017.**

- Prints Four Color Process
- Final Image Size: 65.125" wide by 28" high
- File Types: AI or EPS

## ESCALATOR GRAPHICS

Note: The deadline for receipt of the Escalator Graphics ad insertion order and payment is **Wednesday, August 30, 2017**.  
The deadline for ad material is **Wednesday, September 6, 2017**.

### Escalator Runner:

- Prints Four Color Process
- Final Image Size is 960"W x 4"H each runner
- File Types: AI or EPS

### Escalator Center Panel:

- Prints Four Color Process
- Final Image Size is 960"W x 4"H center runner
- File Types: AI or EPS

## ABCtv COMMERCIAL OPPORTUNITIES

Note: The deadline for receipt of the ABCtv Commercial insertion order and payment is **Wednesday, August 30, 2017**.  
The deadline for pre-produced commercial submissions is **Wednesday, September 6, 2017**.

- The 15, 30, and 60 second pre-produced commercials should be submitted in a Quicktime, MP4, or .MOV file format.