

**ABC Kids Expo 2019 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 CS6 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:**  
LogoAdhesive\_MyCompany  
ABCtv\_MyCompany\_15seccommercial

**Submitting Final Ad Materials\*:**

- All files should be zipped and uploaded to our Drop Box site.
- <https://www.dropbox.com/request/74dJVEffwDhXevl67BKR>
- All ABC Kids Expo Advertising & Sponsorship files and artwork images uploaded to the Drop Box site should be accompanied by email notification to [elizabeth@theabcshow.com](mailto:elizabeth@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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## 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: 1456 x 180-pixel static image  
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

## VIRTUAL EVENT ACTION PACK

**Note:** The deadline for receipt of the Virtual Event Action Pack ad insertion order materials and payment is Monday, September 9, 2019. Any artwork received after this date will not be included in the final digital mailer. No refunds will be issued as a result of missing the artwork deadline.

### VIRTUAL EVENT ACTION PACK CARDS:

- All Digital Ads are in Portrait Format and are single-sided
- Final Dimensions of digital ad 4 W x 6 H

## OFFICIAL e-NEWSLETTER

**Note:** The deadline for receipt of the e-newsletter ad insertion order, materials and payment is as follows for the 5 issues:

	<b>Material Deadline</b>	<b>Release Date</b>
Edition 1	September 9, 2019	September 24, 2019
Edition 2	September 16, 2019	October 1, 2019
Edition 3	September 23, 2019	October 8, 2019
Edition 4	September 30, 2019	October 15, 2019
Edition 5	October 28, 2019	November 5, 2019

- Description of products/services (100 words max)
- Company logo (will display at 114 pixels tall; submitted image should be .jpg or .png file and at least 248 pixels tall)
- Product image (will display at 150 pixels wide; submitted image should be .jpg and at least 300 pixels wide)

## **CARPET FLOOR LOGO ADHESIVES**

**Note:** The deadline for receipt of the Carpet Floor Logo Adhesives ad insertion order, materials and payment is **Monday, October 7, 2019.**

- 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, materials and payment is **Monday, October 7, 2019.**

- 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, materials and payment is **Monday, October 7, 2019.**

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

## **TOTE BAG INSERT**

**Note:** The deadline for receipt of the Tote Bag Inserts (**Qty. 2500**) is **Wednesday, October 2, 2019.**

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

## **THE CENTER (LITERATURE POCKET)**

**Note:** The deadline for receipt of The Center ad insertion order and payment is **Monday, October 21, 2019.**

### **Literature Pocket**

- All materials should be brought to The Registration Counter on **Monday, October 21, 2019.**
- 500 brochures per pocket are needed
- No product samples unless approved in advance

## **ABCtv COMMERCIAL OPPORTUNITIES**

**Note:** The deadline for receipt of the ABCtv Commercial insertion order, materials and payment is **Wednesday, October 2, 2019**

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

## **REGISTRATION KICK PANELS**

**Note:** The deadline for receipt of the Registration Kick Panels ad insertion order, materials and payment is **Monday, October 7, 2019**.

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

## **COLUMN WRAPS**

**Note:** The deadline for receipt of the Column Wrap ad insertion order, materials and payment is **Monday, October 7, 2019**.

- Prints Four Color Process
- Final Image Size: 9 x 30
- File Types: AI or EPS

## **INDUSTRY RECEPTION**

**Note:** The deadline for receipt of Industry Reception Sponsorship ad insertion order, materials and payment is **Tuesday, October 1, 2019**.

## **BAR LIP GRAPHICS**

### **BEER/WINE BAR LIP GRAPHICS**

- Prints Four Color Process
- Final Image Size: 226 wide by 10 high
- File Types: AI or EPS

### **SHOW BAR**

- Prints Four Color Process
- Final Image Size: 284.25 wide by 10 high
- File Types: AI or EPS

### **VENUE BAR**

- Prints Four Color Process
- Final Image Size: 539.75 wide by 10 high
- File Types: AI or EPS

### **VIP BAR**

- Prints Four Color Process
- Final Image Sizes needed for the 3 panels
  - 141.5 wide by 10 high
  - 227.25 wide by 10 high
  - 84.25 wide by 10 high
  - File Types: AI or EPS

## **BOWLING LANE BRANDED TABLE SIGNS**

- Prints Four Color Process
- Final Image Size: 26 wide by 60 high
- File Types: AI or EPS

## **HANGING BOWLING LANE SIGNS 24" X 24"**

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