

# Expo East Advertising Specs

As of 2/1/2020

## Submission Information

Ads and graphics should be submitted to Sandi Linz. Email [SandiL@ppai.org](mailto:SandiL@ppai.org) or call 972-258-3023 with questions.

### ➤ Show Directory Guide

#### HALF PAGE AD DIMENSIONS:

9.5" w x 5.5" h, no bleed

#### FULL PAGE AD DIMENSIONS:

9.5" w x 11.5" h = live area  
10" w x 12" h = trim size  
10.5" w x 12.5" h = bleed size

#### FRONT COVER AD:

10" w x 2" h = trim size  
10.5" w x 2.5" h = bleed size

#### COVER DIMENSIONS:

(Inside Front, Inside Back or Back)  
9.5" w x 11.5" h = live area  
10" w x 12" h = trim size  
10.5" w x 12.5" h = bleed size

**FORMAT:** Submit high-res (300 dpi) CMYK, uncompressed pdfs, fonts outlined and attachments embedded. Include crop marks and registration marks.

### ➤ Free-Standing Graphic Panel

**DIMENSIONS:** 48" w x 96" h = trim size  
50" w x 98" h = bleed size

**FORMAT:** High-res pdf or eps (submit vector art files only), CMYK.  
File can be created at half-size.

### ➤ Carpet Graphic

**DIMENSIONS:** 62" w x 38" h = bleed size  
60" w x 36" h = trim size

**FORMAT:** Submit high resolution pdf or eps. Vector art files only. File can be created at half-size.

### ➤ Expo East Email Sponsorship

**DIMENSIONS:** Banner - 600 x 100 pixels  
Full - 600 x 300 pixels

**FORMAT:** Must be web-ready jpg with the website link provided. Max file size of 200k.

### ➤ Expo East Website Ad

**DIMENSIONS:** 300 x 249 pixels

**FORMAT:** Must be web-ready jpg, png, animated gif with the website link provided. Max file size of 100k.

### ➤ Featured Product

**PRINT:** Dimensions: 1.25" x 1.25" max size  
Format: eps or vector art,  
Max file size of 5MB.



**SAGE** Mobile™

### Exclusive Sponsor Of **SAGE** Mobile™ For Expo East

**DIMENSIONS:** 240 x 65 pixels  
Must be web-ready png file.

### **SAGE** Mobile™ Floor Plan Logo

**DIMENSIONS:** 1.5" w x 1.5" h  
**FORMAT:** Submit high-res (300 dpi), must be print-ready jpg, gif or png file.  
Max file size of 100k.



[ppai.org/expoeast](http://ppai.org/expoeast)

Exhibits Open June 4-5  
Education June 3-5  
Atlantic City Convention Center, New Jersey

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