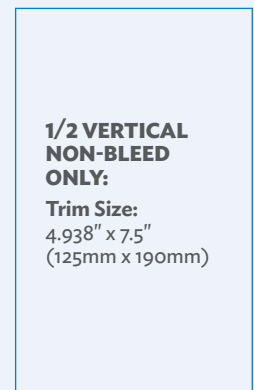
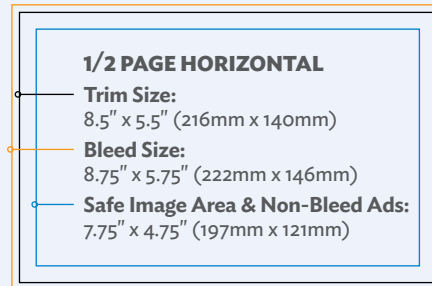
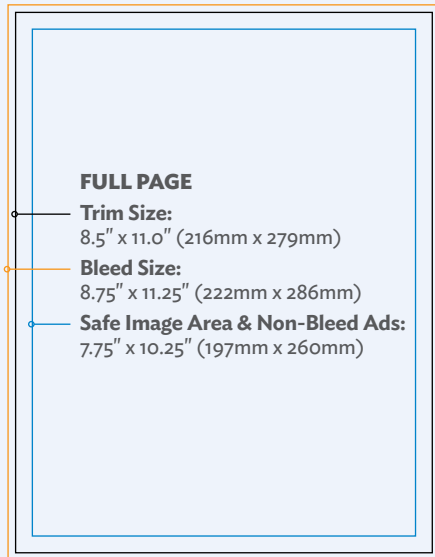


IDEA19 Show Directory Print Ad Specifications



Note: For bleed ads, all type and important content must be contained within the Safe Image Area. All Bleed Ads must include crop marks placed outside of the bleed area.

Deadline for Materials: December 15, 2018

Colors/Ink Specs: 4-Color Process (CMYK)

Required Digital Ad File Formats:

Acceptable file formats include:

- Hi-Resolution PDF. PDF/X-1a file format preferred. If PDF/X-1a setting is not available, select Press Quality PDF.

When preparing files for PDF conversion, all images must be CMYK and at least 300dpi @ 100% of size.

- High-Resolution .EPS, .TIFF or .JPG files. All images must be CMYK and at least 300dpi @ 100% of size.

Line art or monochrome images must be at least 1200dpi @ 100% of size.

File Formats NOT Accepted:

Native application files such as Word, PowerPoint, Excel, Publisher, Quark, InDesign, Illustrator, Photoshop, etc.

Proofs:

A PDF proof of the ad will be submitted by email to the advertiser for approval with a 24-hour reply deadline.

How to Send Your Files:

- Files under 5 MB may be emailed to jtodd@inda.org.

NOTE: "IDEA19 Ad File" must be included in the subject line.

- Larger files may be transferred via FTP. For instructions, please send a request to jtodd@inda.org, with "IDEA19 Ad File" in the subject line.

Design Services:

Professional creative services are available at the advertiser's expense, billed at \$150/hr. Estimates are provided based on rough layouts supplied by the advertiser, and all creative fees will be added to the advertiser invoice.

IMPORTANT! Before Submitting Your Files: Please check that the size is correct and all specifications noted above are met. Advertisers will be charged (at a rate of \$150/hr.) for any work required as a result of files not meeting the required specifications. For any questions on specifications please contact Jenna Todd, jtodd@inda.org, +1 919 459 3723.

IDEA 19 Mobile App Packages & Website Online Advertising Specifications

BANNER AD PLUS ACCOMPANYING FULL-SCREEN LANDING PAGE

ROTATING BANNER AD

Size: 640px W x 110px H

Acceptable Files: .jpg or .png format

640px W x 110px H

1408px W
x
1408px H

or
704px W
x
704px H

ACCOMPANYING FULL-SCREEN APP LANDING PAGE

Accompanying Full-Screen App Landing Page

Please provide the following sizes:

320px W x 418px H

640px W x 1008px H

1408px W x 1408px H or 704px W x 704px H

1536px W x 1920px H or 768px W x 960px H

2160px W x 3840px H pixels (iPhone 7/7P)

.jpg or .png format

320px W
x
418px H

640px W
x
1008px H

1536px W
x
1920px H

or
768px W
x
960px H

2160px W
x
3840px H

CUSTOM GRAPHIC ARTS SERVICES AVAILABLE

Graphic Arts Services offered at a discounted rate can be arranged through Joe Tessari, Exhibit Sales, jtessari@inda.org, T: +1 919 459 3729

DELIVER: Email sponsorship/ad package materials Joe Tessari, Exhibit Sales, jtessari@inda.org, T: +1 919 459 3729

IDEA19 WEBSITE ADVERTISING

Acceptable files: Animated .gif files, .jpg, .svg, and .png files are accepted.

Delivery: Files smaller than 10 MBs in size can be sent via e-mail to Jenna Todd, jtodd@inda.org. Larger files should be submitted via file sharing website.

Sizes:

Large Banner: (875px W x 250px H)

Medium Banner: (350px W x 180px H)

Box Ad: (250px W x 130px H)

Deadline: Art will be posted within 5 days of receipt and removed March 28, 2018

875px W
x
250px H

Note: Banner illustrations are not to exact size, to be used as a guide for layout selections.

350px W
x
180px H

250px W
x
130px H