

# Advertising Specifications

## Sponsorship Logo Requirements

Aisle Sign Sponsors, Food Court Sponsor, Badge Sponsor, Cyber Cafe Sponsor

### Minimum Requirements for Logos

- 300 dpi resolution at a size of 8 x 10 inches (higher resolution will result in improved final product)

### Acceptable File Types (In order of preference)

- EPS and AI
- TIF

### File types that cannot be used:

- GIF files
- Microsoft Office software files such as Word (.doc) or PowerPoint (.ppt) file types
- Self-extracting files, such as EXE or SEA files

**Please provide logo as CMYK or PMS. If submitting a “vector” type file, include all fonts or convert fonts to outlines or paths.**

**Please email your artwork to [stevenr@yrinc.com](mailto:stevenr@yrinc.com), send via overnight delivery on CD-ROM or DVD (with a hard-printed proof copy) to:**

Steven Rothman  
The Cooperator  
102 Madison Ave., 5th Flr.  
New York, NY 10016

or post on Yale Robbins' FTP site.

Contact our Production Dept. at 212-683-5700 ext. 359 for instructions

**NOTE: Submitted materials will not be returned unless otherwise specified.**

# Advertising Specifications

## Expo Program Guide Dimensions

### Full Page

Live Area: 5" x 7½"

Trim Size: 5½" x 8½"

No Bleed



### Half Page Horizontal

Live Area: 5" x 3¾"

No Bleed



All Ads are Black & White only. No Color.

### Media

Ads may be submitted on CD-R, CD-RW, DVD-R or DVD-RW. Submitted media must be clearly labeled with issue date, advertiser name, and contact name and telephone number. Ads may be submitted electronically via FTP. For instructions, please contact our Production Dept. at 212-683-5700, ext. 359.

### Format

- 1) Hi-res PDF files made only through Acrobat Distiller 4.0 (PDF Version 1.3), no higher.
- 2) Native Quark files version 6.5 or lower.
- 3) Adobe Illustrator EPS files (version 10 or lower).

### Hi-res PDF distilled files must have:

- All fonts embedded.
- OPI Comments must be turned off.
- Resolution must be 300 dpi for all submitted images and files.
- All images have a max density of 280%.

### Native Quark files must have:

- All supporting fonts included.
- Resolution: 300 dpi for all submitted images and files.
- All images must have a max density of 280%.

### Adobe Illustrator files must have:

- Illustrator files should have all fonts converted to outline.
- Resolution: 300 dpi for all submitted images and files.
- All images must have a max density of 280%.

A proof should accompany each submitted ad and should be labeled with the publication, issue and advertiser name.

**NOTE: Submitted materials will not be returned unless otherwise specified.**

# Advertising Specifications

## Cooperator Display Advertising

### Full Page

Size: 10 1/8" x 12 3/4"

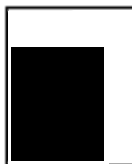


### Media

Ads may be submitted on CD-R, CD-RW, DVD-R or DVD-RW. Submitted media must be clearly labeled with issue date, advertiser name, and contact name and telephone number. Ads may be submitted electronically via FTP. For instructions, please contact our Production Dept. at 212-683-5700, ext. 359.

### Junior Page

Size: 7 1/2" x 9 1/2"



### Format

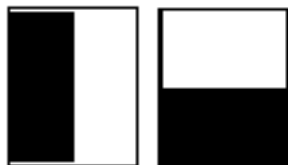
- 1) Hi-res PDF files made only through Acrobat Distiller 4.0 (PDF Version 1.3), no higher.
- 2) Native Quark files version 6.5 or lower.
- 3) Adobe Illustrator EPS files (version 10 or lower).

### Half Page Vertical

Size: 7 1/4" x 3 1/4"

### Half Page Horizontal

Size: 10 1/8" x 6 1/4"



### Hi-res PDF distilled files must have:

- All fonts embedded.
- The color mode (i.e. CMYK) should only be CMYK or Grayscale. Never RGB or LAB. No embedded color profiles.
- All spot colors must be converted to CMYK.
- OPI Comments must be turned off.
- Resolution must be 150 dpi for all submitted images and files.

### Quarter Page

Size: 5"(w) x 6 1/4"(h)



### Native Quark files must have:

- All supporting fonts included.
- All illustrations and scans. The color mode must be either CMYK or grayscale, never RGB or LAB. No embedded color profiles.
- All spot colors (or PMS) must be converted to CMYK.
- Resolution: 300 dpi for all submitted images and files.

### Eighth Page Vertical

Size: 2 3/8" x 6 1/4"

### Eighth Page Horizontal

Size: 5" x 3"



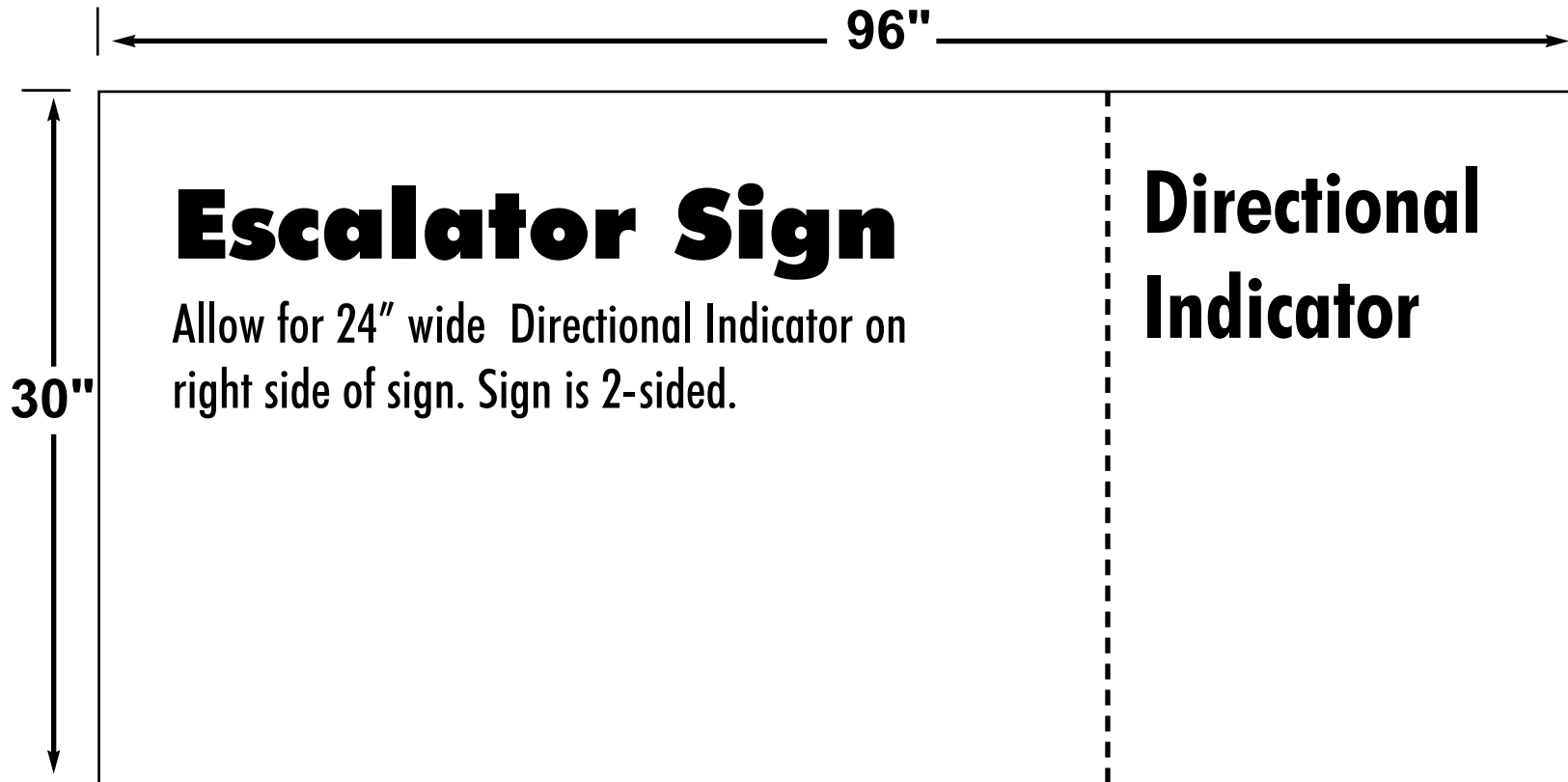
### Adobe Illustrator files must have:

- Illustrator files should have all fonts converted to outline.
- The color mode should only be CMYK or Grayscale.
- All spot colors (or PMS) must be converted to CMYK.
- Resolution: 300 dpi for all submitted images and files.
- All images must have a max density of 280%.

A proof should accompany each submitted ad and should be labeled with the publication, issue and advertiser name.

**NOTE: Submitted materials will not be returned unless otherwise specified.**

# Rhineland Escalator Sign



### Minimum Requirements

- 100 dpi resolution at full size of actual finished product.

### Acceptable File Types

- EPS and AI (especially when submitting logos).
- TIF (especially when submitting photos)

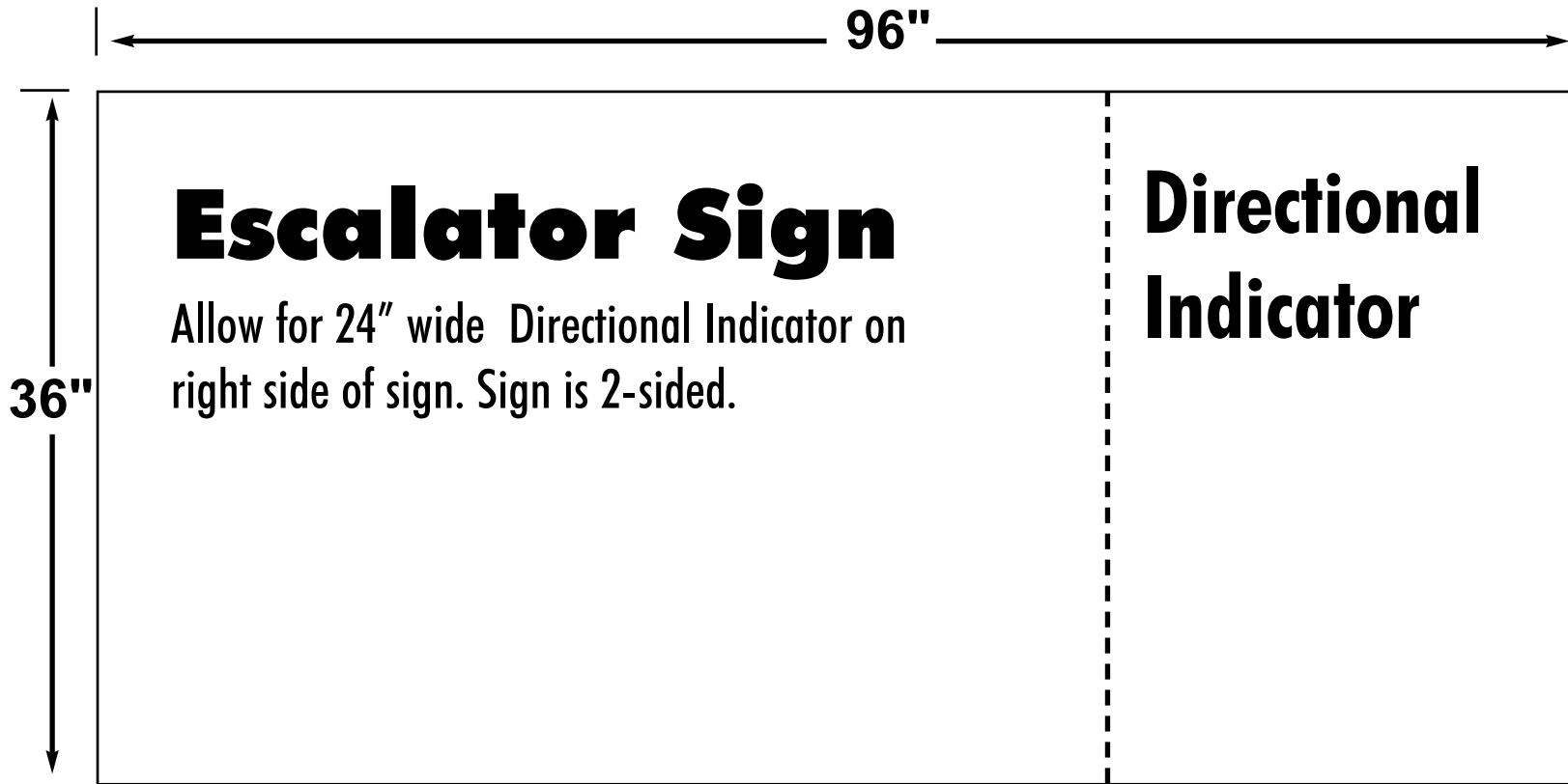
### Unacceptable File Types

- GIF Files.
- Microsoft Office software files such as Word or PowerPoint.

### Checklist

- ✓ Submit files on CD or via FTP. Contact our Production Dept. at Ext. 359 for instructions.
- ✓ Check to be sure files are saved at the correct resolution and to CMYK, if required.
- ✓ Check final dimensions and bleeds.
- ✓ Include all fonts used in the file or convert all text fonts to graphics.
- ✓ Send submissions early so there is time to correct any problems.
- ✓ If you have questions, ask them and provide contact information.

# Americas Halls Escalator Sign



### Minimum Requirements

- 100 dpi resolution at full size of actual finished product.

### Acceptable File Types

- EPS and AI (especially when submitting logos).
- TIF (especially when submitting photos)

### Unacceptable File Types

- GIF Files.
- Microsoft Office software files such as Word or PowerPoint.

### Checklist

- ✓ Submit files on CD or via FTP. Contact our Production Dept. at Ext. 359 for instructions.
- ✓ Check to be sure files are saved at the correct resolution and to CMYK, if required.
- ✓ Check final dimensions and bleeds.
- ✓ Include all fonts used in the file or convert all text fonts to graphics.
- ✓ Send submissions early so there is time to correct any problems.
- ✓ If you have questions, ask them and provide contact information.