

FFANY Directory Ads Including Exposure in our iPad App

AUGUST 2-4, 2016

Directory Booklet 6" x 9" Four-color + bleed

Cost: \$600 Page | \$1000 Tab Page | \$1500 Two Page Spread

Deadline Wednesday June 22, 2016

Contact: Phyllis Rein or Alicia Ciccaglione 212.751.6422 x 15 or 18

All Ads must include the FFANY Logo and be sent to FFANY via pdf format for approval.
Please contact Phyllis Rein for logo and to confirm ad



Reserve your full page color **6X9** ad in the FFANY directory with bonus digital directory app. FFANY has launched its iPad Directory App featuring the show directory in digital format. This is a free download to all FFANY exhibitors and attendees. The iPad directory features live links directly to your company website and emails. **FFANY Logo** must be placed in ad. We recommend including your website, email and exhibitor location to maximize your exposure.

Full-page bleed dimensions allow for 1/8" trim on all four sides to allow for right or left-hand positioning. In addition to this trim allowance, we require 1/4" safety on all four sides for live matter, type and important illustrations. Please use safety size 5 3/8" x 8 3/8" for bleed pages. **AD SIZE 6X9**

PREFERRED FORMAT: Email high-resolution CMYK PDF/X-1a with full marks and bleeds directly to prein@ffany.org with copy to j.bennett@alouettecommunications.com
Please just email PDF File.

AD SIZES – All ads must be created to exact size specifications. No important live matter within 1/4" of gutter-trim.

BLEEDS – 1/8" bleed or greater, with trim indicated

FONTS – Black type on white background should be defined as 100% black ONLY. Do not use "true black" or "rich black."

PHOTOS – All 4-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale.

PROOFS – All advertisers must submit a digital proof at 100% that conforms to SWOP standards, including a color bar for all digital files. Without a client-supplied contract proof, color matching cannot be guaranteed.

NOTE: Resizing a low-res graphic to 300dpi in Photoshop does not increase its resolution. It must be created at 300dpi (or better) **AT THE ORIGINAL SIZE**. Results of a resized low-res cannot be guaranteed.