

FFANY Directory Ads Including Exposure in our iPad App January 31 - February 2, 2017

Directory Booklet 6"x9" Four Color + Bleed

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

Deadline Tuesday, December 20, 2016

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

All Ads must include the FFANY Logo and be labeled with your company name.

Please send ad to prein@ffany.org via pdf format for approval.



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. Ad Size 6" x 9"

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.

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.