

Show Directory Book

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

Deadline Tuesday, April 4th, 2017

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 & date.
Please send print ad, logo & digital ad to prein@ffany.org for approval.



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

AD SIZES – All ads created to exact size specifications 6" x 9". No important live matter within 1/4" of gutter-trim.

BLEEDS – Please use size 6.25 x 9.25 or 6" + .125 bleeds on each side x 9" + .125 bleeds on each side.

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.

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.

Logo

Corporate & brand logo to be included on FFANY website

DIMENSIONS - Minimum width 300 px, maximum width 1000 px. No larger than 500 kb.

FILE FORMAT - JPG or PNG. Transparent or white background.

Digital Ad

Digital ad sized to be mobile friendly for FFANY website

DIMENSIONS - 1200px wide by 1360px height

MINIMUM FONT SIZE - 36 px

FILE FORMAT - JPG @72 DPI

