

FFANY AD SPECS

Directory Booklet and Digital Ads

August 7-9, 2018

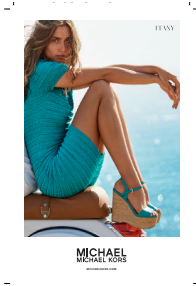
Show Directory

Cost: \$600 Page | \$1000 Two Ads | \$1500 Two Page Spread
Deadline Monday, July 2nd, 2018

Contact: Phyllis Rein 212-751-6422 x4

All Ads must be labeled with your company name and date.

Please send ads to communications@ffany.org in pdf format for approval



DIRECTORY AD FORMAT FOR SHOW BOOKLET: PDF ONLY!

Email high-resolution CMYK PDF/X-1a with full marks and bleeds directly to communications@ffany.org

- 1) BLEEDS** - Please use size 6.25 x 9.25 or 6" +.125 bleeds on each side x 9" + .125 bleeds on each side.
 - AD SIZES** - All ads created to exact size specifications **6"x9"**. No important live matter within 1/4" of gutter-trim.
 - 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.*

2) Logo for FFANY Website-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.

3) Digital Ad for FFANY Website-Digital ad separate artwork for mobile friendly devices

DIMENSIONS - 1200px wide by 1360px height
MINIMUM FONT SIZE - 36 px
FILE FORMAT - JPG @72 DPI

