

# FFANY AD SPECS

## Directory Booklet and Digital Ads

### December 4-6, 2018

#### Show Directory

**Cost: \$600 Page | \$1000 Two Ads | \$1500 Two Page Spread**  
**Deadline Monday, October 15, 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](mailto: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](mailto: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

