

FFANY Presents

**FFANY
MARKET
WEEK**

February 4-8, 2019

MONDAY - FRIDAY and by appointment

Exhibitor Showroom Listing

**LISTINGS AND DIRECTORY ADS ARE INCLUDED IN YOUR
CURRENT 2018/2019 FFANY MEMBERSHIP.**

At the Retailers special request the FFANY Board of Directors encourage New York Showrooms to keep their Showrooms OPEN for the 5 Business Days of the FFANY Market Week.

2019 FFANY MARKET WEEK
FEBRUARY 4-8 | MONDAY-FRIDAY

NEW YORK SHOE EXPO
FEBRUARY 5-7 | TUESDAY-THURSDAY

FFANY will list in the directory all showrooms that will be participating in "OPEN FOR MARKET WEEK".

Directory Ad Deadline Wednesday, January 2, 2019

If you have any questions, please contact Liz Carroll
telephone: 212.751.6422 x6 | email: licarroll@ffany.org

FFANY Authorized Venues
Warwick New York
FFANY Member New York Showrooms

SHOW DIRECTORY LISTING FOR MEMBER SHOWROOMS

All FFANY Members that fill out this form will be listed in the FFANY Market Week Directory.

Please include all brands that you wish to be listed in the booklet and online

Listing are included in your current 2018/2019 FFANY Membership

Note: We cannot guarantee directory listing if this application is not received by Dec 17, 2018

DEADLINE DECEMBER 17, 2018

Corporate Name

Address

City State Zip

Tel: Fax:

Website: email:

Contact Signature

DIRECTORY LISTING TO READ

Please indicate for each brand women's (W), men's (M), children's (C) or accessories (A)

Please check here if your New York Showroom will be **OPEN ALL WEEK**

Company Name W M C A Brand website:

Showroom

Address

Telephone Showroom email:

Website 1 Website 2

Additional Brand Names (Address & Telephone if Different)

W M C A

<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand website	<input type="text"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand website	<input type="text"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand website	<input type="text"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand website	<input type="text"/>

Please provide 3 retail customers that carry your brand.

Please check box if you offer Immediate Deliveries

Women's Product Categories

Salon Bridge Boots Contemporary Junior Comfort Casual

Dress Sport Handbags Accessories Publication/Industry Service

Branded Private Label Children's Made in USA Sneakers

Please check if your company sells the following: Narrow sizes Wide Sizes Size 5 or under Size 12 +

Men's Product Categories

Loafers Dress Oxfords Boots Sandals Sneakers & Athletic

Casual Slippers Clogs & Mules Boat Shoes Insoles & Accesories Youth

Branded Private Label Children's Made in USA

Please check if your company sells the following: Narrow sizes Wide Sizes Size 6 or under Size 14 +

FFANY AD SPECS

Directory Booklet and Digital Ads

February 4-8, 2019

Showroom Member Benefit!

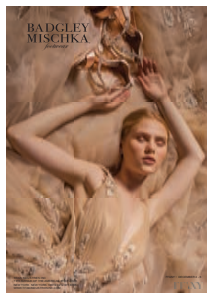
Complimentary directory ads included in your current
2018/2019 FFANY showroom membership

Deadline Wednesday, January 2, 2019

Contact: Phyllis Rein 212-751-6422 x4 to confirm membership.

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

