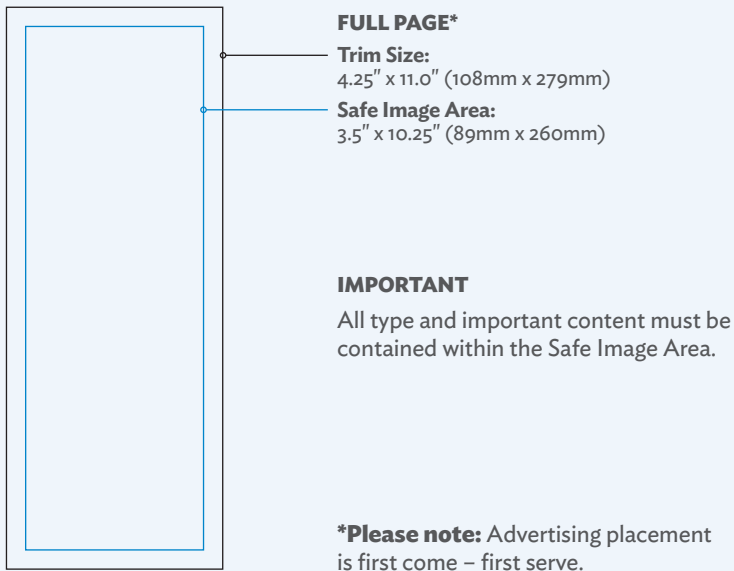


Show Directory Digital Ad Specifications



Deadline for Materials: February 1, 2022

Colors/Ink Specs: RGB

Required Digital Ad File Formats:

Acceptable file formats include:

- Hi-Resolution PDF. PDF/X-1a file format preferred. If PDF/X-1a setting is not available, select Press Quality PDF.

When preparing files for PDF conversion, all images must be RGB and at least 200dpi @ 100% of size.

- High-Resolution .EPS, .TIFF or .JPG files. All images must be RGB and at least 200dpi @ 100% of size.

Line art or monochrome images must be at least 1200dpi @ 100% of size.

File Formats NOT Accepted:

Native application files such as Word, PowerPoint, Excel, Publisher, Quark, InDesign, Illustrator, Photoshop, etc.

Proofs:

A PDF proof of the ad will be submitted by email to the advertiser for approval with a 24-hour reply deadline.

How to Send Your Files:

- Files under 5 MB may be emailed to jtodd@inda.org.

NOTE: "IDEA22 Ad File" must be included in the subject line.

- Larger files may be transferred via FTP. For instructions, please send a request to jtodd@inda.org, with "IDEA22 Ad File" in the subject line.

Design Services:

Professional creative services are available at the advertiser's expense, billed at \$150/hr. Estimates are provided based on rough layouts supplied by the advertiser, and all creative fees will be added to the advertiser invoice.

IMPORTANT! Before Submitting Your Files: Please check that the size is correct and all specifications noted above are met. Advertisers will be charged (at a rate of \$150/hr.) for any work required as a result of files not meeting the required specifications. For any questions on specifications please contact Jenna Todd, jtodd@inda.org, +1 919 459 3723.