

# ADVERTISING Specifications

## Submission Information

Files under 10MB should be emailed to Sandi Linz at SandiL@ppai.org. Files larger than 10MB should be sent using a file transfer service such as wetranfer.com or hightail.com. Call 972-258-3023 with questions.

### PRE-SHOW PLANNER

#### COVER DIMENSIONS:

(Inside Front, Inside Back or Back)

11" w x 18.25" h = bleed size

10.75" w x 18" h = trim size

10.25" w x 17.25" h = Live area

**FORMAT:** Submit high-res (300 dpi), CMYK, uncompressed pdfs with all links, fonts outlined and attachments embedded.

### FREE-STANDING GRAPHIC PANEL

#### DIMENSIONS:

50" w x 98" h = bleed size

48" w x 96" h = trim size

**FORMAT:** Submit high resolution pdf or eps. Vector art files only. 200MB max file size. File can be created at half-size. No text in the bottom 7".

### EXPO WEBSITE AD

#### DIMENSIONS:

182px x 182px jpg/png

### EXPO EMAIL AD

#### COVER DIMENSIONS:

One Ad Per Email Max.

650px x 400px JPG/PNG

### EXHIBITOR DIRECTORY GUIDE

#### HALF PAGE AD DIMENSIONS:

10.25" w x 8.625" h, no bleed

#### COVER DIMENSIONS:

(Inside Front, Inside Back or Back)

11" w x 18.25" h = bleed size

10.75" w x 18" h = trim size

10.25" w x 17.25" h = live area

**FORMAT:** Submit high-res (300 dpi), CMYK, uncompressed pdfs with all links, fonts outlined and attachments embedded.

#### FLOOR PLAN LOGO DIMENSIONS:

2" w x 1" h

**FORMAT:** Submit high resolution pdf or eps. Vector files only.

### CARPET GRAPHIC

#### DIMENSIONS:

62" w x 38" h = bleed size

60" w x 36" h = trim size

**FORMAT:** Submit high resolution pdf or eps. Vector art files only. File can be created at half-size.

[ppai.org/expo](http://ppai.org/expo)



January 14-18, 2018 • Las Vegas

Jan. 14-15 - Education • Jan. 16-18 - Exhibits Open

Mandalay Bay Convention Center