

ADVERTISING Specifications

As of 11/12/2019

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 wetransfer.com or hightail.com. Call 972-258-3023 with questions.

EXPO VIDEOS

- **SIZE:** 1920x1080 pixels (*Keep live copy 100 pixels away from edge*)
- **STILL FORMAT:** Vector art preferred as .ai or .eps files. High-res .jpg or .psd files will be accepted.
- **VIDEO FORMAT:** Submit .mp4 or Quicktime .mov files. (*Call regarding other formats before submission.*)
- Include booth number
- Use simple, concise phrases
- There is NO SOUND projected from the video screens

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.

EXPO WEBSITE AD

DIMENSIONS:

265 px x 222 px jpg/png

250 kb max file size

EXPO EMAIL AD

DIMENSIONS:

One ad per email max.

650 px x 400 px jpg/png

250 kb max file size

EXHIBITOR DIRECTORY GUIDE AND PRE-SHOW PLANNER

FRONT COVER AD: (*Directory Only*)

5" w x 5" h, with crop marks, no bleeds

COVER AND FULL PAGE AD DIMENSIONS:

(*Inside Front, Inside Back or Back and Full Page*)

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

HALF PAGE AD DIMENSIONS:

10.25" w x 8.625" h, with crop marks, no bleed

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

*Must include bleeds (.125" on all sides) and crop marks.

FLOOR PLAN LOGO DIMENSIONS:

2" w x 1" h

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

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 files only. 200MB max file size. File can be created at half-size. No text in the bottom 7".

FEATURED PRODUCT

FORMAT: Submit a full color high resolution (300 dpi) jpg or eps.

SIZE: Image should be at least 2" by 2"

ppai.org/expo



Exhibits Open January 14-16
Education January 12-16
Mandalay Bay Convention Center • Las Vegas