

ADVERTISING Specifications

Submission Information

Files under 10MB should be emailed to Amy Weisman at AmyW@ppai.org. Files larger than 10MB should be sent using a file transfer service such as wetransfer.com or hightail.com.

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: 200 x 250 px jpg/png

EXHIBITOR DIRECTORY GUIDE AND PRE-SHOW PLANNER

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 10-12
Conference January 9

Mandalay Bay Convention Center • Las Vegas