

## 2022 SHOW PROGRAM ADVERTISING SPECIFICATIONS

**DEADLINE: FRIDAY, SEPTEMBER 9, 2022**

### MATERIALS

Advertising materials may be emailed. Please include:

- Ad
- Company Name
- Phone Number
- Website Link

### GUIDELINES

- Four-color CMYK Web offset printing (300 DPI)
- Stitch & Trim
- Embed all fonts, do not subset or allow substitution of fonts when converting your PDF file
- .25" bleed all sides (**no crops, trims or color bars**)
- .375" Live Area from trim on Full Page Ads (less than .375" text could be trimmed off)

### ACCEPTABLE FILE TYPE

- PDF Acrobat 5 (PDF 1.4 or higher) created with Adobe Acrobat/Distiller, Mac or PC

All copy and artwork must be approved by show management. Any sponsor assets implying preference or association with show management is not allowed.

### HELPFUL HINTS

- Preflight the document to ensure all the information and guidelines are accurate
- View your PDF before sending to ensure nothing has changed, especially if using transparencies
- To achieve a "Rich Black" use this color conversion C:60 M:40 Y:40 K:100

### SEND MATERIAL TO

**Ann Donlon**

Director of Programs  
ann@premiereshows.com  
407-212-5050

No more than a 5 MB file should be sent at a time. Compress larger files with WINZIP or similar program. Online file sharing such as Hightail, WeTransfer or Dropbox are acceptable.

**AD SIZES** - All dimensions are width x height  
Please note **NEW** size for show program this year



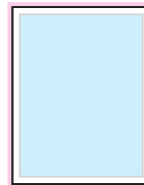
### Two Page Spread

**Safe Area** 15.75" x 8.25"

**Ad Size** 16.5" x 9"

(send as spread)

**Bleed** 17" x 9.5"

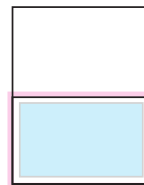


### Full Page

**Safe Area** 7.5" x 8.25"

**Ad Size** 8.25" x 9"

**Bleed** 8.75" x 9.5"

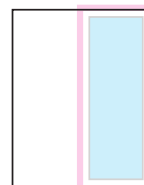


### Half Page Horizontal

**Safe Area** 7.5" x 3.75"

**Ad Size** 8.25" x 4.5"

**Bleed** 8.75" x 5"



### Half Page Vertical Ad

**Safe Area** 3.375" x 8.25"

**Ad Size** 4.125" x 9"

**Bleed** 4.625" x 9.5"