

# FSNYE

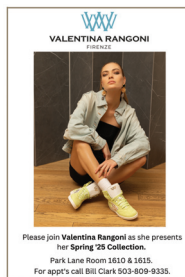
FOOTWEAR SHOW NEW YORK EXPO

## Show Booklet Directory Ad

Inclusive of Interactive Digital Show Booklet & Hard Copy Distribution

### December 3-5, 2024

Increase your exposure and reserve your placement today!



Creative Deadline: Tuesday, October 29th, 2024

### Page Size 6"x9"

Full Page - \$700.00 USD

Inside Front Cover - \$1000.00 USD - SOLD

Inside Back Cover - USD \$1000.00 USD - SOLD

Back Cover - \$1200.00 USD

All Ads must be labeled with your company name and date.  
Please send ads to [prein@fsnye.com](mailto:prein@fsnye.com) in pdf format for approval.

### FORMAT FOR SHOW BOOKLET: PDF ONLY!

Email high-resolution CMYK PDF/X-1a with full marks and bleeds

BLEEDS - Please use size 6.25 x 9.25 or 6" + .125 bleeds on each side x 9" + .125 bleeds on each side.

AD SIZES - All ads created to exact size specifications 6"x9". No important live matter within 1/4" of gutter-trim.

FONTS - Black type on white background should be defined as 100% black ONLY.

Do not use "true black" or "rich black."

PHOTOS - All 4-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale.

NOTE: Resizing a low-res graphic to 300dpi in Photoshop does not increase its resolution. It must be created at 300dpi (or better) AT THE ORIGINAL SIZE. Results of a resized low-res cannot be guaranteed.

Questions, Contact: Phyllis Rein 917-828-7092