



## Show Booklet Directory Ad

December 1-3, 2020

Directory Ads - Digital & Hardcopy

Increase your exposure and reserve your placement today!



Creative Deadline: Thursday October 1st, 2020

6"x9" Page - \$600 USD

Inside Back Cover - \$900 USD

Back Cover - \$1200 USD

Inside Front Cover - \$1000 USD

Contact: Phyllis Rein 917-828-7092 to reserve your placement.

All Ads must be labeled with your company name and date.  
Please send ads to [prein@fsny.com](mailto:prein@fsny.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** - 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.*