

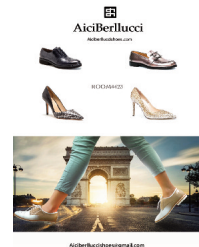


## Show Booklet Directory Ad

### June 8-10, 2021

Directory Ads - Digital & Hardcopy

Increase your exposure and reserve your placement today!



**Creative Deadline: Thursday, April 15th, 2021**

**6"x9" Page - \$600 USD**

**Inside Back Cover - \$900 USD**

**Back Cover - \$1200 USD**

**Inside Front Cover - \$1000 USD**

(Place your order on payment page)

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@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** - 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 300 dpi (or better) at the original size. Results of a resized low-res cannot be guaranteed.