



Show Booklet Directory Ad

August 3-5, 2021

Directory Ads - Digital & Hardcopy
Increase your exposure and reserve your placement
today!



Creative Deadline: Thursday, June 17th, 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 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.