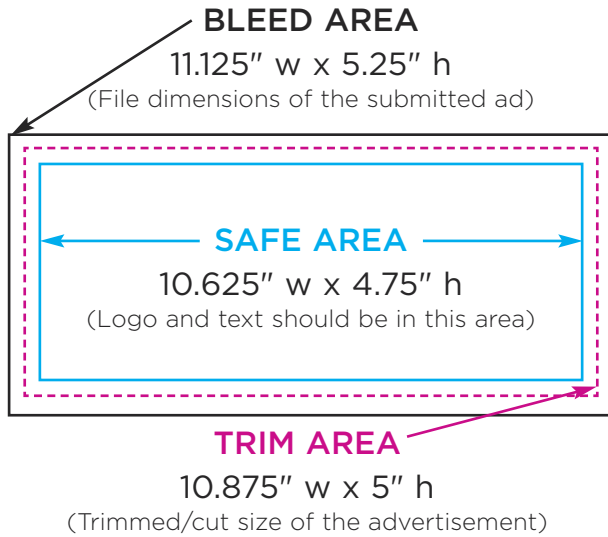




BACK & INSIDE BACK OUTSERT PANELS AD SPECIFICATIONS



SETTING UP YOUR AD IS AS EASY AS 1-2-3!

1. Set your document size to 11.125" wide x 5.25" high.
2. Make sure all your important information (logos, copy, etc.) is at least a 1/2 inch away from all four sides.
3. Include your booth number and website in the ad.
4. You may send two different designs. One for each panel.

HELPFUL INFORMATION:

BLEED AREA

If you would like your ad graphics/color to extend to the very edge of the page, these are the dimensions you should use. It is difficult to print exactly to the edge of a sheet of paper. To achieve this, it is necessary to print a slightly larger area than is needed and then trim the paper down to the required finished size. The outsert will get trimmed 1/8 inch on the top, bottom, left and right sides.

SAFE / LIVE AREA

This refers to the area in the ad where your text and graphics are not at risk of being cut off or lost into the binding in the final print. Keep all your important information (logos, copy, etc.) within this area. Use these dimensions if you would like a white border around your ad.

TRIM AREA / CUT LINE

The trim area refers to where the printer will be cutting the ad to finished size. In other words, these are the final dimensions of the magazine after it has been printed, bound and cut down.

DESIGN ASSISTANCE:

If you need design assistance, Source Group can create your ad for a small fee. Contact the Art Department for details.

OUTSERT POSITIONING:

Outsert is bound with a center staple.



PLEASE REFER TO YOUR CONTRACT TO VERIFY DETAILS.

SUBMISSION OPTIONS

- **EMAIL:** You may email files up to 40 MBs to materials@sourceg.net
- **FTP:** If you have an FTP site, you may upload the files and email us instructions to download.
- **FILE TRANSFER:** If the file is too large to email and you do not have access to a FTP site, it is recommended that you use a free FTP service such as www.wetransfer.com or www.dropbox.com.
- **REGULAR MAIL:** You may send a CD or other media to the address below, ATTN: SG Art Department.

FILE TYPES ACCEPTED: .PDF (preferred format)/ .TIF/ .EPS / .JPG

REQUIRED RESOLUTION: 300 DPI

COLOR MODE: CMYK

Don't forget to include your *BOOTH NUMBER* in all ad submissions.

FOR AD SAMPLES AND IDEAS: VISIT WWW.SOURCEG.NET TO VIEW PAST PUBLICATIONS