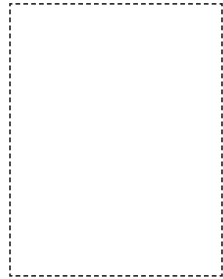
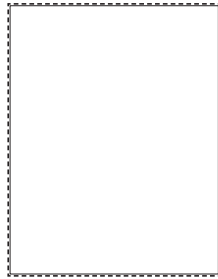




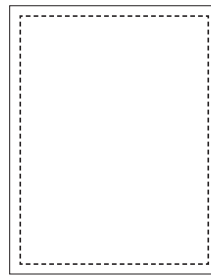
# TRADE SHOW AD SPECIFICATIONS



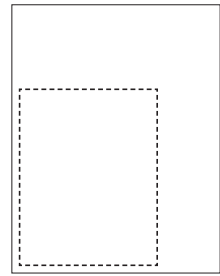
**Tabloid Page,  
Trim Area:**  
10.875" w x 14" h



**Tabloid Page,  
Bleed Area:**  
11.125" w x 14.25" h

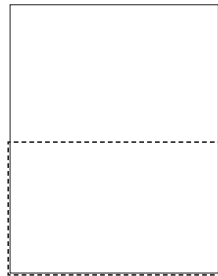


**Tabloid Page,  
Safe/Live Area:**  
10.625" w x 13.75" h



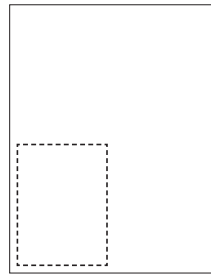
**Junior Page,  
Bleed Area:**  
8.1" w x 10" h

**Non-Bleed Area:**  
7.5" w x 9.5" h



**Half Page,  
Bleed Area:**  
11.125" w x 7" h

**Non-Bleed Area:**  
9.875" w x 6.375" h



**Quarter Page:**  
4.875" w x 6.375" h

All sizes are width x height

## TABLOID/FULL PAGE:

Trim Size 10.875" x 14"  
Safe/Live Area 10.625" x 13.75"  
with Bleed 11.125" x 14.25"  
Bleed: 282.7 mm wide x 361.95 mm high

## JUNIOR PAGE:

Safe/Live Area 7.5" x 9.5"  
with Bleed 8.1" x 10"  
Bleed: 205.74 mm wide x 254 mm high

## 1/2 PAGE:

Safe/Live Area 9.875" x 6.375"  
with Bleed 11.125" x 7"  
Bleed: 282.7 mm wide x 177.8 mm high

## 1/4 PAGE:

No Bleed: 123.83 mm wide x 161.93 mm high

**PLEASE NOTE:** All ads that bleed to the edge of the page must be set up to the bleed dimensions. If your ad is submitted at trim size, your ad may not be trimmed as expected. The live area is where your text, images and important information should be contained to avoid getting trimmed off.

**If you need design assistance:**

Source Group can create your ad for a small fee. Contact the Art Department for details.

## SUBMISSION OPTIONS

- **EMAIL:** You may email files up to 40 MBs to [materials@sourceg.net](mailto: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](http://www.wetransfer.com) or [www.dropbox.com](http://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](http://WWW.SOURCEG.NET) TO VIEW PAST PUBLICATIONS**