



2017 AD RATES & SPECS



i.e.: the business of international events Rates

Up to 3 changes / updates per issue, provided by Client per IFEA specifications

ISSUE 4 DEADLINES: Reserve Space by Wed. Oct. 4, 2017 • Art to IFEA by Mon. Oct. 16, 2017

MEMBER

NON-MEMBER

	PRICE	DISCOUNTED PRICE	PRICE	DISCOUNTED PRICE
Full Page	\$1,150	\$690	\$1,375	\$825
1/2 Page	\$785	\$471	\$945	\$567
1/4 Page	\$545	\$327	\$654	\$392

IN ADDITION TO YOUR DISPLAY AD EACH ADVERTISER ALSO RECEIVES THE FOLLOWING:

1. Hyperlinks to advertiser's web page directly from your ad, as well as a listing in the 'IFEA Marketplace' section recognizing all advertisers in each issue of the magazine.
2. Priority referral on inquiries received by IFEA for goods and services.

PUBLICATIONS AD FILE PREPARATION

Digital File Formats:

To ensure high-quality reproduction, please provide digital files in one of the following formats:

- **Adobe Acrobat PDF (PDF/X-1A).**
- **Adobe Illustrator (CS6) .AI, .PDF or .EPS** with fonts converted to paths and all attached support files.
- **Adobe Photoshop** in either JPG, TIFF or EPS. All black & white or color photos or artwork must be scanned at 300 ppi* (118 ppc**). Color images should be saved as a TIFF or EPS in the CMYK mode. All line art (high contrast black & white art with no grey tones) must be scanned at 1200 ppi* (472 ppc**) and saved as a tiff or eps in the bitmap mode. Graphics and photos used for web sites (normally scanned at 75 ppi*/30 ppc**) are not acceptable.
- **QuarkXpress** files must be exported as pdf files.
- **InDesign (CS6)** with fonts converted to paths and all attached support files.

"i.e." Magazine Specifications

Ad Size	Width Inches	Depth Inches	Width Centimeters	Depth Centimeters
Full Page	8.375"	10.875"	21.27 cm	27.62 cm
1/2 Page Horizontal	7.125"	4.72"	18.10 cm	11.99 cm
1/2 Page Vertical	3.47"	9.625"	8.81 cm	24.45 cm
1/4 Page Vertical	3.47"	4.72"	8.81 cm	11.99 cm

IMPORTANT: Full Page ads require an 1/8" (0.3 cm) bleed.

If you are using programs or file formats other than those listed above please call to make special arrangements. We can not guarantee the quality of reproduction for any format not listed. Failure to include fonts or attached support files can hold up production and require new files to be sent. Failure to follow the directions listed above can result in additional fees (\$85.00 per hour minimum of 1 hour). If you have any production questions please contact Craig Sarton at craig@ifea.com.

Bleeds:

See specific publication specs for details.

Sending Files:

You may send digital files (up to 10 megs) or access to your web-based file hosting service (such as Dropbox) by email to Craig Sarton at craig@ifea.com. You can also send them by mail, on a CD, DVD or Thumbdrive. Please mail or fax printed versions of the ad. If your ad is in color, include a color copy for color verification.

To make a reservation or for more information contact:

Kaye Campbell, CFEE, Director of Partnerships & Programs • kaye@ifea.com • +1-208-433-0950 ext 815 • www.ifea.com