



2024 AD SIZES & FORMATS

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 AI,** or PDF with fonts converted to paths and all attached support files.
- **Adobe Photoshop** in either JPG, or PNG. All black & white or color photos or artwork must be scanned at 300 ppi* (118 ppc**). Color images should be saved as a JPG 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 JPG 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 with fonts converted to paths.
- **InDesign** with fonts converted to paths and all attached support files.

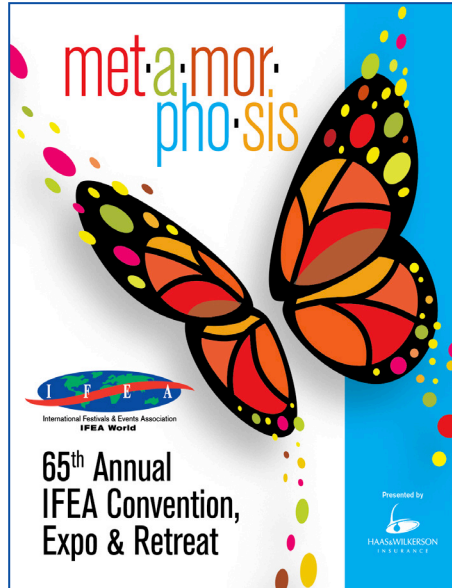
If you are using programs or file formats other than those listed above please call to make special arrangements. We can not guarantee the quality of reproduction for any format not listed. Failure to include fonts or attached support files can hold up production and require new files to be sent. Failure 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.



IFEA Annual Convention & Expo Program

Deadline for Art:

Monday, September 9, 2024

Ad Size	Width Inches	Depth Inches	Width Centimeters	Depth Centimeters
Full Page Covers - Color	9"	11"	22.9 cm	27.9 cm
Full Tab Page - Color	8.5"	11"	21.6 cm	27.9 cm
Half Tab Page - Color	8.5"	5.5"	21.6 cm	13.95 cm
Full Page - B&W	8.5"	11"	21.6 cm	27.9 cm
1/2 Page Horizontal - B&W	7.125"	4.72"	18.10 cm	11.99 cm
1/2 Page Vertical - B&W	3.47"	9.625"	8.81 cm	24.45 cm
1/4 Page Vertical - B&W	3.47"	4.72"	8.81 cm	11.99 cm

The following ads require an 1/8" (0.3 cm) bleed: Full Page Covers (Inside Front, Inside Back and Back Cover), Full Tab Page, Half Tab Page and Full Page B&W ads

For ad design and production questions please contact:

Craig Sarton, Creative Director - IFEA

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Reserve your ad space online at ifea.com/p/resources/advertisingopportunities or contact: Carrie Ring, CFEE, Director of Partnerships & Programs, carrie@ifea.com, ext 8120