



# 2023 AD SIZES & FORMATS

## PUBLICATIONS AD FILE PREPARATION

### Digital File Formats:

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- **Adobe Acrobat PDF (PDF/X-1A).**
- **Adobe Illustrator 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** with fonts converted to paths and all attached support files.

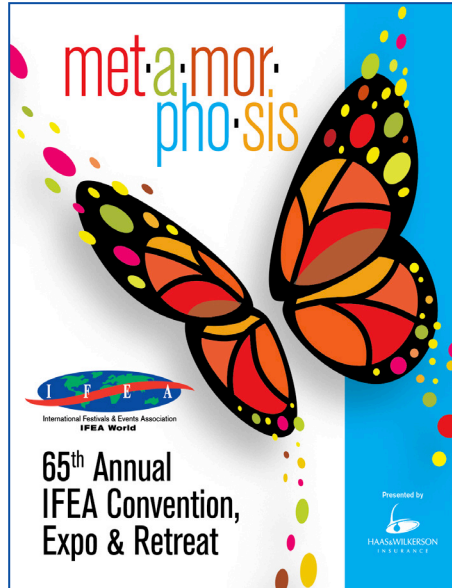
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### Bleeds:

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](mailto: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, Sept. 11, 2023

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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