

## **SPONSORSHIP / ADVERTISEMENT ARTWORK GUIDELINES**

### **ARTWORK REQUIREMENTS**

- **File Format/Software:** High resolution PDF, TIF, or EPS files are preferred (actual resolution 300–600 dpi). Files in Adobe InDesign, Adobe Illustrator, and Adobe Photoshop are also acceptable. Include or embed all images and fonts when using InDesign, QuarkXPress or EPS files.
- **Media:** Digital files should be submitted by email to [expo@iccsafe.org](mailto:expo@iccsafe.org). Compressed files in Zip (.zip) format are acceptable.
- **Graphics:** Images must be 300 dpi at the full display size and CMYK. (Please note: all Duotones, Indexed color, LAB, or RGB images will be converted to CMYK.)

### **LOGO SPECIFICATIONS**

- **File format:** Vector graphics required (please no raster files). Illustrator EPS files preferred.
- **Color formats:** Include a PMS, CMYK, and black and white version, if possible (PMS preferred). TIFF acceptable, 300 dpi or better @ 100%; **no JPEG or GIF files.**

### **CONFERENCE PROGRAM ADVERTISEMENTS**

| <b>Publication Trim Size</b> | <b>5.5"</b>  | <b>8.5"</b>   |
|------------------------------|--------------|---------------|
| <b>Ad Sizes</b>              | <b>Width</b> | <b>Height</b> |
| Full page (with 1/8" bleed)  | 5.75"        | 8.75"         |
| Full page (no bleed)         | 4.625"       | 7.625"        |
| Half page horizontal         | 4.625"       | 3.75"         |

### **FREESTANDING ADVERTISEMENT**

Artwork: 24" wide x 74.5" high

### **FLOOR ADVERTISEMENT**

Artwork: 48" wide by 48" high

### **ARTWORK DEADLINE**

All artwork, logos and advertisements need to be submitted by **September 17, 2018.**

### **SUBMIT ADS TO**

ICC Eastern Regional Office  
c/o Brian Campbell  
900 Montclair Road  
Birmingham, AL 35213  
Phone: 1-888-422-7233, x5264  
Email: [bcampbell@iccsafe.org](mailto:bcampbell@iccsafe.org)

***All ads must be approved by show management. The Purchaser hereby represents that it is the owner of all proprietary rights associated with the name and logo provided hereunder.***