

# MECHANICAL SPECIFICATIONS

## PUBLICATION TRIM SIZE

5.5"

8.5"

## Ad Sizes

### Width

### Height

<sup>1</sup>/<sub>3</sub> page

4.625"

2.45"

## AD REQUIREMENTS

- **Proofs:** All ads must be submitted with a proof that matches the ad.
- **File Format/Software:** High resolution PDF, TIF, or EPS files are preferred (actual resolution 300–600 dpi). Files in QuarkXPress, Adobe InDesign, Adobe Illustrator, and Adobe Photoshop are also acceptable. Include or embed all images and fonts when using QuarkXPress, InDesign, or EPS files.
- **Media:** Digital files should be submitted on PC-formatted CDs. Files can also be sent by email to [bcampbell@iccsafe.org](mailto:bcampbell@iccsafe.org) and followed by a mailed printout. 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 files.

## ARTWORK DEADLINES

- **September 10, 2010**

### Remit ads to:

ICC Birmingham District 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.*