

## 2018 Advertising Rates and Specifications:

### Ad Rates:

AD SIZE	1X	2X	3X	4X
FULL PAGE	\$3,945	\$3,640	\$3,575	\$2,680
1/2 PAGE	\$2,370	\$2,060	\$1,700	\$1,450
QUARTER PAGE	\$1,515	\$1,460	\$1,160	\$975

Inserts and Polybag Options Available, Please Call for Details

### Printing Specifications:

AD SIZE	LIVE AREA NON-BLEED	TRIM	BLEED
FULL PAGE*	7" x 10"	8" x 10.75"	8.25" x 11"
1/2 HORIZONTAL	7" x 4.75"		
1/2 HORIZONTAL SPREAD	15" x 4.75"		
QUARTER PAGE	3.5" x 4.5"		

\* Please Provide Two-Page Spreads as 2 Single Page Files.

**AD SPECS** Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format.

To match the color expectations of our advertisers, Emerald Expositions requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Emerald Expositions is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

#### PDF/X-1a:2001 File Preparation

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Create one PDF/X-1a:2001 file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- Color: Define all colors as CMYK process. Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- Images: Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles. Total area density for color images should not exceed SWOP standard of 300%.

- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge.
- Type: Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened. Opacity- all objects, artwork or effects in the document should be set at a maximum of 99 percent before flattening layers.
- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a:2001 setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
- Direct export option out of Adobe InDesign® CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

#### Proofing Requirements

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit [www.swop.org](http://www.swop.org) for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

#### AD SUBMISSIONS

New Portal! Please register and submit your PDFX1/a ad file via [SendMyAd.com](http://SendMyAd.com):

[emeraldexpoadservices.sendmyad.com/](http://emeraldexpoadservices.sendmyad.com/)

For more information regarding these specifications or shipping address, contact Production Manager, Grace Casey, at 646-668-3706, [grace.casey@emeraldexpo.com](mailto:grace.casey@emeraldexpo.com)

## Issue Dates/Ad Closings:

### spring

ISSUE DATE: FEBRUARY

Ad Close: 1/9

Materials Due: 1/19

#### Bonus Distribution

Atlanta Regional Trade Show - March 15th

Bethesda Regional Trade Show - April 12th

BDWest

### summer

ISSUE DATE: MAY

Ad Close: 3/20

Materials Due: 3/29

#### Bonus Distribution

HD Expo & Conference

### fall

ISSUE DATE: AUGUST

Ad Close: 7/2

Materials Due: 7/10

#### Bonus Distribution

Dallas Regional Trade Show - October 9th

Toronto Regional Trade Show - October 2018

Lodging Conference

### winter

ISSUE DATE: OCTOBER

Ad Close: 9/25

Materials Due: 10/2

#### Bonus Distributions

BDNY

ALIS

## 2019 Upcoming Shows

Miami, FL

Chicago, IL

Denver, CO

Honolulu, HI

Minneapolis, MN

San Francisco, CA

Seattle, WA

#### NEWH TRADE SHOW MARKETING:

Jena Seibel, 866-935-6394

[jena.seibel@newh.org](mailto:jena.seibel@newh.org)

#### SALES INQUIRIES:

Vito Salvatore, 646-668-3765

[vito.salvatore@emeraldexpo.com](mailto:vito.salvatore@emeraldexpo.com)

#### PRODUCTION INQUIRIES:

Grace Casey, 646-668-3706

[grace.casey@emeraldexpo.com](mailto:grace.casey@emeraldexpo.com)

## Digital Advertising Opportunities @NEWH.org

CATEGORY	RATE FREQUENCY	AD SIZE
Non-Print Advertisers	\$550/Quarter	150x300 and URL
Print Advertisers	\$450/Quarter	150x300 and URL