

# 2012 ABC Kids Expo

## Advertising Specifications

### GENERAL

#### File Formats:

- Preferred file format is high resolution, press-ready pdf X1A (300 dpi)
  - To ensure reliable output always "Create Outlines" when using fonts in Illustrator and InDesign.
- If you are not sending a pdf, other accepted formats include PSD, AI, or EPS.
  - All art should be saved in EPS format, with CMYK for color work.
  - All final images and fonts must be included. In the event we receive PC files, we will substitute Mac fonts for PC fonts, using our closest approximation.
  - File must be provided with a minimum of two layers (images/graphic in one layer and text in a second layer).
  - Adobe CS3 Software is our standard production software, which includes Photoshop, Illustrator, and Acrobat.

#### File Names:

- File names should include the type of advertising, your exhibitor/company name, ad item and year.

**Examples:**

ShowDirectory\_MyCompany\_FullPage2012

TeamMailer\_ABCinc\_card2012

#### Submitting Final Ad Materials\*:

- All files should be zipped and uploaded to our FTP site.

FTP Address:           ftp://theabcshow.com  
Username:               adfiles  
Password:               abcads

- All files uploaded to the FTP site should be accompanied by email notification to [advertising@theabcshow.com](mailto:advertising@theabcshow.com). This e-mail should include your exhibitor/company name and the name of the file(s) that you uploaded.

- If you do not have access to the internet, you may send your files on a CD to:

All Baby & Child Inc.  
Attn: Advertising/Eric  
12302 Hart Ranch  
San Antonio, TX 78249

**Note:** Color proofs must accompany all CD's

*\* Your company is responsible for the accuracy of files submitted. ABC is not responsible for print quality or distortion of print due to exhibitor submission of files in any other format than the approved formats above. ABC does not alter or spell check any artwork submitted and is not responsible for any errors submitted by the exhibitor for print. Please verify that your artwork is correct, error free, and in the approved file format prior to submitting for print.*

---

## SHOW DIRECTORY

**Note: The deadline for receipt of the Show Directory ad insertion order and payment is August 24, 2012.**

The deadline for ad material is **August 31, 2012**. Any artwork received after this date will not be included in the final print. No refunds will be issued as a result of missing the artwork deadline.

### ***Full Page Ads (full bleed)***

- Prints Four Color Process — all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Portrait" format
- "Spreads" should be sent as individual one page files.
- Final Trim Dimensions of the printed show directory is 6" x 10"
- Bleed Size: 6.25" x 10.25" (1/8" on all sides)
- Non Bleed Size: 5.5" x 9.5" (1/4" in from trim on all sides)
- Critical Copy area: 5.5" x 9.5" (1/4" in from trim on all sides)
- Thin ruled borders should be a minimum of 1/8" (.125") inside Final Trim Dimensions

### ***1/2 Page Horizontal Ads***

- Prints Four Color Process — all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Landscape" format
- Final Dimensions of printed ad (1/2 page horizontal) 5.5" x 4.625"
- NO BLEEDS

### ***1/2 Page Vertical Ads***

- Prints Four Color Process — all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Portrait" format
- Final Dimensions of printed ad (1/2 page vertical) 2.625" x 9.5"
- NO BLEEDS

### ***1/4 Page Ads***

- Prints Four Color Process — all PMS colors are Pro-matched
- All Files should be saved as CMYK Files
- Ads print in "Portrait" format
- Final Dimensions of printed ad (1/4 page) 2.625" x 4.625"
- NO BLEEDS

## ADDENDUM

**Note: The deadline for receipt of the Addendum ad insertion order and payment is September 14, 2012.**

The deadline for ad material is **September 21, 2012**. Any artwork received after this date will not be included in the final print. No refunds will be issued as a result of missing the artwork deadline.

### **Full Page Ads (no bleed):**

- Prints Black
- All Files should be saved as Grayscale
- Ads print in "Portrait" format
- Final Trim Dimensions of the printed addendum is 5.5" x 8.5"
- Final ad size (full page) 5" x 8"
- NO BLEEDS

### **1/2 Page Horizontal Ads:**

- Prints Black
- All Files should be saved as Grayscale
- Ads print in "Landscape" format
- Final Dimensions of printed ad (1/2 page horizontal) 5.5" x 4.625"
- NO BLEEDS

### **1/2 Page Vertical Ads:**

- Prints Black
- All Files should be saved as Grayscale
- Ads print in "Portrait" format
- Final Dimensions of printed ad (1/2 page vertical) 2.625" x 9.5"
- NO BLEEDS

## T.E.A.M. –TARGETED EVENT ACTION MAILER

**Note: The deadline for receipt of the T.E.A.M. ad insertion order and payment is July 13, 2012.**

The deadline for ad material is **July 20, 2012**. Any artwork received after this date will not be included in the final print. No refunds will be issued as a result of missing the artwork deadline.

### **Card Stock**

- Prints Four Color Process on front of card over black on back of card
- Option to print Four Color Process on front of card over four color process on back of card
- All Files should be saved as CMYK Files
- Gloss UV to the front of the final finish on four color side
- Prints Black or Four Color on Back of Card
- Print/Image Size: 6.625"(w) x 5.125"(h)
- Final Trim Dimensions of the printed mailer card is 7" x 5.50"
- Orientation: Preferred landscape but can also run as portrait.
- Paper: 7pt matte (uncoated)
- Standard Format Prints 4cp/K (4 color over Black) Gloss UV to the front of the final finish on 4cp side.
- NO BLEEDS

## The Center - Premier Media Information Station

Note: The deadline for receipt of The Center ad insertion order and payment is **September 17, 2012**.  
The deadline for ad materials is **September 24, 2012**.  
Materials for literature pockets must be brought to the PMI station on **Friday, October 12, 2012**.

### Literature Pocket

- All materials should be brought to The Center on **Friday, October 12, 2012**.
- 500 brochures per pocket are needed
- No product samples unless approved in advance

### Backlit Marquis

- Prints Four Color Process
- Image Size: 50 ¼ " wide x 19 1/2 " high

### Mini Billboard

- Prints Four Color Process
- Final Image Size: 10.75" wide x 13.75" high
- No Bleed

### Media Wrap

- Prints Four Color Process
- Image Size 12" high x 320" wide

### Kick Panels

- Prints Four Color Process
- Image Size 12 1/4" high x 54 3/8" wide

## The Virtual Show

### Logos:

Maximum File Size: 300 x 50 pixels

File Types: JPEG, GIF

Color Mode: RGB only

### Static Images:

Image Resolution: 478 x 330 pixels

72 DPI

File Types: JPEG, GIF, PNG

### Banners on Website and floor kiosks:

Maximum File Size: 360 x 45 pixels

File Types: JPEG, GIF Static only, no animation

Color Mode: RGB only

### Mobile Application Banners:

Maximum File Size: 320 x 50 pixels

File Types: JPEG, GIF Static only, no animation

Color Mode: RGB only

### Exclusive Mobile Application Sponsor Banner:

Maximum File Size: 320 x 50 pixels

File Types: JPEG, GIF Static only, no animation

Color Mode: RGB only

### **Tote Bag Insert**

Note: The deadline for receipt of Tote Bag Inserts is **September 21, 2012**.

• Ship to:

**Teen Challenge  
C/O ABC Kids Expo  
1151 E Broadway  
Louisville, KY 40204**

### **Carpet Floor Logo Stickers**

Note: The deadline for receipt of the Carpet Floor Logo Stickers ad insertion order and payment is **September 17, 2012**.  
The deadline for ad material is **September 24, 2012**.

- Prints Four Color Process
- Final Image Size 36" high x 48" wide

### **Logo Window Clings**

Note: The deadline for receipt of the Logo Window Clings ad insertion order and payment is **September 17, 2012**.  
The deadline for ad material is **September 24, 2012**.

- Prints Four Color Process
- Final Image Size 24" high x 24" wide