

INTERNATIONAL FASTENER EXPO

DIRECTORY AD SPECS

PDF files to be sent as 300 dpi CMYK

Half Page Bleed

7.25" x 4.5"

Will trim to 7 x 4.25

Non Bleed: 6.25" x 4"

Full Page Bleed

7.25" x 9.25"

Will trim 7" x 9"

Non Bleed

6.5" x 8.5"

Logo Next to Company

Listing: EPS vector file
of your logo

Spread:

Bleed: 14 1/2 x 9 1/2

Trim: 14 x 9

Keep live area .25" in from all sides, live area 3/8" left and right of the gutter. No copy running across the gutter.

Map Insert:

Map Trim: 13 1/4" x 17 1/4"

Spread Bleed: 13.1/2" x 17.1/2"

Spread Trim: 13 1/4" x 17 1/4"

When folded the map will be
6.62" x 8.62"