



Advertising for the Cyber Security Summit Guide must adhere to these specifications in order to ensure proper reproduction in printed and electronic materials.

PDF/X-1a or PDF/X-4 format files preferred

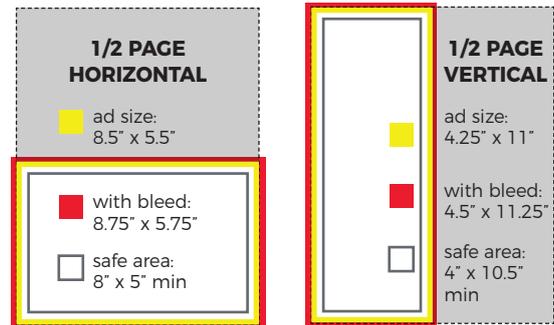
- ☑ Image resolution of graphics placed into the document must be at least 300 dpi at 100% of print size.
- ☑ CMYK or RGB colors only. Spot/Pantone colors will be converted to CMYK, which cannot guarantee color match.
- ☑ All ads require an **additional .125"** bleed on all sides. *(Bleed is content that runs off the page and gets trimmed.)*
- ☑ **KEEP IT SAFE! Text and graphics not intended to bleed need to be a minimum of .25" from the trim edges.**
(This is called the "safe area" and allows for shifting variances during printing.)

Half Page (horizontal)

Ad size: **8.5" width x 5.5" height**. Include an additional .125" bleed on all sides for a final PDF size of 8.75" w x 5.75" h.

Half Page (vertical)

Ad size: **4.25" width x 11" height**. Include an additional .125" bleed on all sides for a final PDF size of 4.5" w x 11.25" h to accommodate either left or right pages.



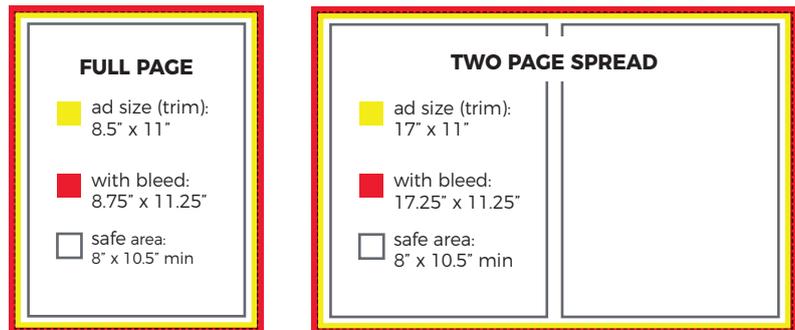
Full Page

Ad size: **8.5" width x 11" height**. Include an additional .125" bleed on all sides for a final PDF size of 8.75" w x 11.25" h.

Two-Page Spread

Ad size: **17" width x 11" height**. Include an additional .125" bleed on all sides for a final PDF size of 17.25" w x 11.25" h.

Do not run text or graphics into the gutter (center of the spread)..



Online Banner Ad

Ad size: **728 pixels width x 90 pixels height**. Keep file sizes below 500k at 72 ppi.



Questions?

If you have any questions about your advertising placement or formatting, please contact: jennifer.churchill@eventshows.com