



Conference Print Advertising Specifications

The 2018 Shanghai TPO Conference guide will be 8.3 x 11.7 inches (A4), 4-color with bleeds, aqueous coated, folded, and saddle-stitched.

Deadline for Ad Submittal: **March 2, 2018**

Send to:

Ad and logo files not exceeding 10 mb can be emailed to **ads@auto-tpo.com** & **jpcreative@att.net**. Submit larger files to www.wetransfer.com. Please include contact name, company, phone number, and email address with each ad or logo in case we have questions or need something adjusted.

Media Specifications:

PDF/X-1a compliant or Press Ready PDF are the preferred formats. Mac-formatted InDesign CC, Illustrator CCC or Photoshop CC files are also accepted; include all graphics and fonts used. Photoshop graphics are to be supplied in *.tif, *.eps, or *.jpg format, CMYK, 300 dpi at 100%. All fonts within vector files must be converted to outlines. PLEASE NOTE: We cannot neither accept ads created in Word, Powerpoint, or any software not listed above nor can we accept images embedded in such software. Ads created in or embedded in these programs will not print properly. Artwork not production-ready to these specifications will incur pre-press charges to edit and fix files.

Ad Dimensions

	Width.....Height	Width.....Height
¼ page	3.875 in.....5 in	98.5 mm.....127 mm
½ pg-Horizontal	7.875 in.....5 in	200 mm.....127 mm
½ pg-Vertical	3.875 in.....10.125 in	98.5 mm.....130 mm
Full pg without bleed	7.9 in.....11.3 in	200 mm.....287 mm
Full pg with bleed	8.6 in.....12in	218 mm.....130 mm
Trim size	8.3 in.....11.7 in	211 mm.....298 mm
Live Area	7.3 in.....10.7 in	185 mm.....272 mm