



Show Directory Advertising

March 25-27, 2012

INFO: Company Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

E-mail Address: _____ Website: _____

PAYMENT: Credit Card Number: _____ Expiration Date: _____

Signature: _____

CHOOSE PLACEMENT:		(Check One)
Full Page	\$1,000	_____
Inside Front Cover	\$1,500	_____
Inside Back Cover	\$1,500	_____
Back Cover	\$2,000	_____

DIRECTORY AD SIZE & DIMENSIONS:

5.5" x 8.5" plus .125 bleed to all four sides

FINAL TRIM SIZE IS 5.5" x 8.5". All important live matter like type should be .5" away from trim.

Please fax this form to **312.379.6136**.

QUESTIONS?
Contact Stephanie Ambuehl
at 312.527.7758 or sambuehl@mmart.com

MECHANICAL SPECIFICATIONS:

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point off set).
- Only one ad per PDF document.

Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or Open-Type (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

Unacceptable file types

- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted.

Submit required files by **February 24th** to:

Stephanie Ambuehl
sambuehl@mmart.com
312.527.7758

Important notes

- All advertising and placement is subject to MMPI approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. No cancellations are accepted.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication.

Although every effort is made to preserve advertising materials in their original condition, the publisher is not responsible for lost or damaged advertising materials after publication.

Please remit payments to:

Stephanie Ambuehl
MMPI
222 Merchandise Mart Plaza
Suite 470
Chicago, IL 60654
312.527.7758