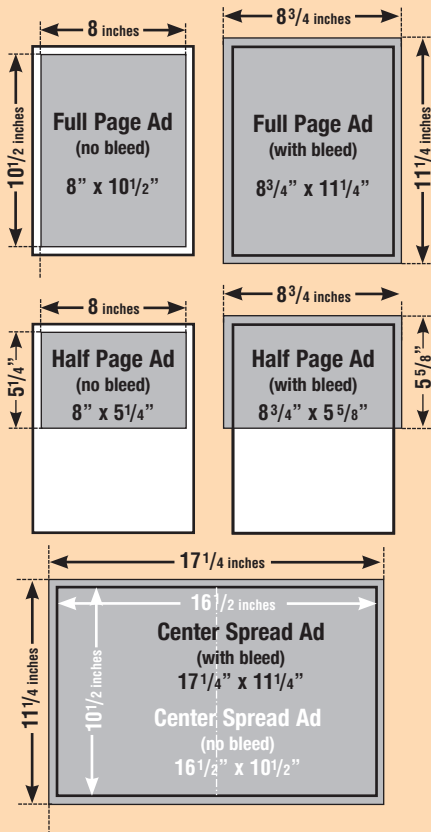


Directory/Web Ad Specifications

AD MEASUREMENTS

TRIM SIZE: 8¹/₂" wide by 11" high.

	LIVE SIZE	BLEED SIZE
FULL PAGE:	8" x 10 ¹ / ₂ "	8 ³ / ₄ " x 11 ¹ / ₄ "
HALF PAGE:	8" x 5 ¹ / ₄ "	8 ³ / ₄ " x 5 ⁵ / ₈ "
CENTER SPREAD:	16 ¹ / ₂ " x 10 ¹ / ₂ "	17 ¹ / ₄ " x 11 ¹ / ₄ "



DIRECTORY AD/BELLY BAND REQUIREMENTS

Formats:

ABILITIES EXPO PREFERRED FORMAT IS PDF. Please use Adobe Acrobat Distiller, 4.0. or higher. We will accept Quark, In-Design, Photoshop and Illustrator files. We will not accept Microsoft Word, Freehand, PageMaker or PowerPoint files.

Graphics, Colors and Fonts:

All screen and printer fonts and graphics must be included. PDF files must have all fonts embedded. Please use only TIFF and EPS graphics in layouts.

All colors must be CMYK. Files not provided in CMYK will be converted and we are not responsible for any variations or color shifts that occur during this conversion.

Only PostScript fonts are accepted. Do not use TrueTypes, MM, Type 3, Quick Draw or other fonts.

Proofs:

A digital proof is suggested for all black and white and color ads. All proofs should be printed at 100% size. We are not responsible for ad quality if you have not sent us a proof.

ONLINE AD REQUIREMENTS

Formats: JPEG, GIF or PNG (no rotating artwork or animation)

All files must be RGB, 72 dpi and optimized for web. Provide the URL address for the link back to your site.

	SIZE (Pixels)	FILE SIZE
Buzz e-newsletter:	120 x 90	40k
Header:	468 x 60	40k
Footer:	728 x 90	40k

Product Showcase:

Format: Provide image of product with a white background as a jpeg, gif, png, eps or pdf.

Text: Include the name of your company and product.

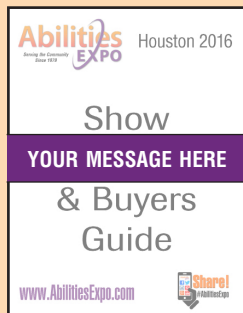
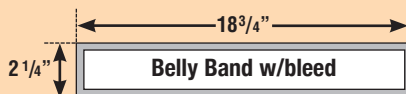
Pre-show Email Sponsorship:

Text: Include a message of no more than 35 words.

BELLY BAND SPECS

TRIM SIZE: 18¹/₂" wide by 2" high.

BLEED SIZE: 18³/₄" wide by 2¹/₄" high.



Wraps around entire booklet

LOGO SUBMISSIONS

Formats: EPS, TIFF, JPEG, GIF or PNG (eps files preferred)

All files must be 300 dpi measuring at least 4 inches in one direction in RGB, CMYK and/or Grayscale. Anything smaller is not acceptable.

DELIVERY/CONTACT INFO

Formats: Zipped or self-extracting compressed file • MAC formatted-CD's and DVD's.

Email submissions must contain advertiser name, show name, show date and contact information in message field.

Ads provided on CD or DVD disk must be labeled with advertiser name, ad contact/telephone number, show name, show city and show date.

E-mail all **Directory Ad** files and/or technical questions to: jpelico@sbcglobal.net or mail to: **PELICO and Associates, 10945 Westwood Blvd., Culver City, CA. 90230.**

E-mail all **Online Ad** files and/or technical questions to: klara@shomex.com

All other inquiries e-mail: dbarbieri@abilities.com or call: **714-612-6565**