

# 2019 Colorado Association of Fairs and Shows Directory Advertising



Full page 4/C.....\$175  
1/2 page 4/C.....\$100  
1/4 page 4/C.....\$65

## Digital File Requirements

All supplied materials must be in a digital format.

**Trim Size:** 8" w x 10" h (Please see below for specific requirements)

**Colors:** CMYK, 4/C process, no spot colors. If you are building your black swatch, we recommend C=60 M=30 Y=30 K=100.

## Acceptable File Formats

Acceptable digital formats are press-optimized PDFs, composite EPS (with outlined fonts), TIF or JPEG files saved at 300 DPI.

## PDF (version X-1a, 1.3)

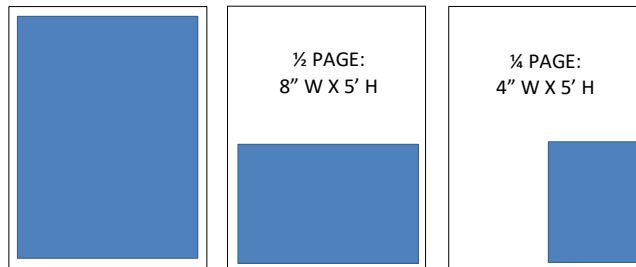
We accept PDF/X-1a (Version 1.3). PDF files must be CMYK composite and created with Acrobat Distiller, QuarkXpress, or InDesign as a PDF Vv1.3 with high-resolution images (300 dpi) and all fonts embedded. Remember to flatten all artwork and convert text to outline before exporting to PDF. This last extra steps reduce errors.

**Crop Marks:** Do not include crop marks.

All PDF files, and ads submitted as TIFF or EPS are considered completed ads. We cannot make corrections to these files.

## FULL PAGE:

Design for Non-bleed: 8" W x 10" H  
Do not use crop marks.



## DEADLINES

All digital ad material must be received by the appropriate deadline.

**Space Reservations:** January 10, 2019

**Copy Deadline:** February 1, 2019

All ad payments due with artwork.

Ads not paid for will not be included.

## Emailing Ad Files:

Email all digital files to Angie Cue, Colorado Association of Fairs and Shows

[angie@coloradofairs.org](mailto:angie@coloradofairs.org) Questions? 719-688-1423