

TRADE SHOW GUIDE

AD SPECS

MAGAZINE SPECS

1. Magazine trim size is 8.5" x 11"
2. Magazine is printed at 133-lpi

AD PREPARATION SPECS

1. Full-color is preferred for all ads (no additional charge).
2. Ads can be created using:
 - Adobe InDesign CC with fonts converted to paths with supporting files.
 - Illustrator CC with fonts converted to paths.
 - Print ready PDF.

Please **DO NOT** create ads in Microsoft Word, WordPerfect or any other word processing program.

3. Ads **MUST BE PROVIDED** as high-resolution PDF files using the default PRESS job options in Adobe Acrobat Distiller. Using Distiller's COMPATIBILITY tab, set the FILE OPTIONS to "Acrobat (PDF/X-1a:2001)."
4. **IN ADDITION TO** the PDF file, all original source files, graphics and fonts must be provided.

DEADLINE

July 31, 2023

WHERE TO SEND

All files can be sent via email to:

to: francisco@studiothink.com

cc: tradeshow@ubcm.ca

If the file attachment size surpasses what is allowable with your outgoing e-mail system, please contact Francisco for alternatives.

IMPORTANT – PLEASE NOTE

Design services are available at an additional charge. Charges may be incurred if ads are not provided at the supplied specifications.

For more information contact:

Karen Slessor

1-888-737-2583

tradeshow@ubcm.ca

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Ad Sizes

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TRIM SIZE: 8.5" x 11"

AD DIMENSIONS:

FULL PAGE - \$1,400

No Bleed: 7.5W" x 10H"

HALF PAGE - \$750

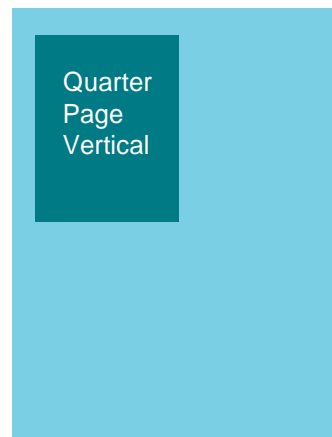
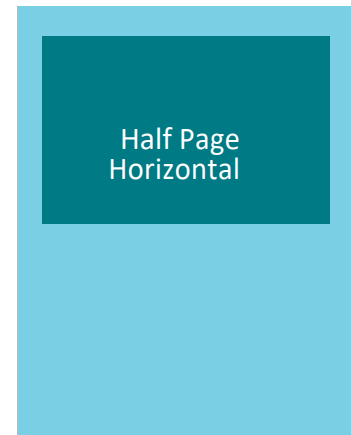
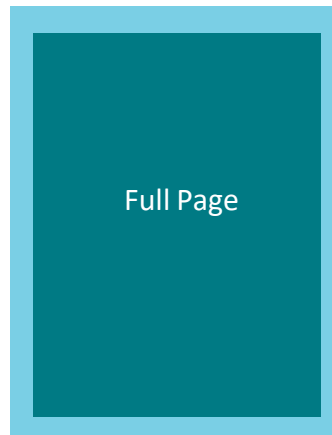
Horizontal: 7.5W" x 4.75H"

QUARTER PAGE - \$500

Vertical: 3.5W" x 4.75H"

BACK COVER

By Sponsorship – Call Karen for details, pricing and availability.



Business

