Exhibition Floor Plan Mechanical & Digital Requirements

Back cover:
Trim: 3.5" w x 5" h
Bleed:
3.75" w x 5.25" h
Live Area:
3.25" w x 4.75" h

Interior column:
Non-bleed size:
2.75" w x 8.5" h
Live Area:
2.5" w x 8.25" h
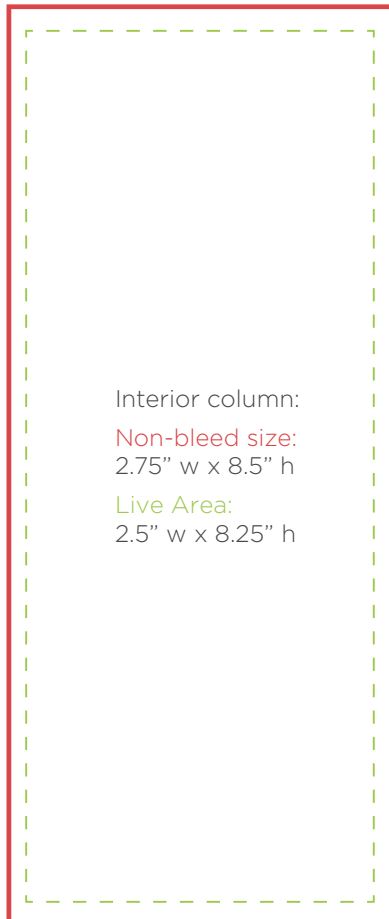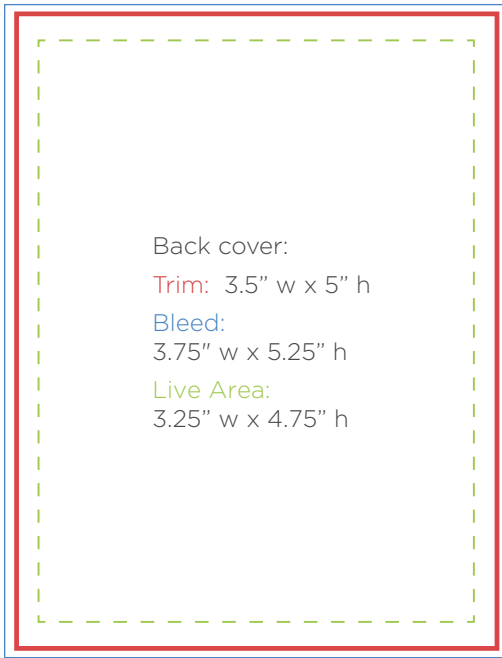
Back Cover

- Publication Trim Size: 3.5" w x 5" h
- Bleed: .125" on all sides
- Live Area: 3.25" w x 4.75" h
- CMYK, 300 dpi/ppi
- Fonts: Minimum point size for type reversed out of more than one color is 8 pt.

Provide **one** print ready, high-resolution PDF at the full bleed page size with bleed and trim markings.

Interior Column (Float Above Front Cover)

- Non-Bleed Size: 2.75" w x 8.5" h
- Live Area: 2.5" w x 8.25" h

Provide **one** print ready, high-resolution PDF.

All-electric delivery preferred.

Make sure fonts are embedded into the PDF file.

The Academy prefers **PDF files** (no PDF/X standard files). We will also accept files from the following programs:

- InDesign
- QuarkXPress
- Illustrator (with type converted to outlines, saved as .eps, and with linked files)
- Photoshop (saved as .tif or .eps)

Any other applications (e.g. PowerPoint and Word) are unacceptable.

Use self-extracting compression software only (.sit, .sea, .zip)

Delivery Information

If the ad is less than 10 MB, email it to Abigail Greber, agreber@aao.org.

If the ad is more than 10 MB, upload it to the Academy's FTP site:

Server: ftp://ftp.aao.org

Username: artwork

Password: 4rtw0rk

1. Create a folder and label as "company name_product or ad name." Create a separate folder for each ad.
2. Notify Abigail Greber, agreber@aao.org that you have uploaded your ad files.

Do not mail composite laser prints or color composite prints.

Protecting Sight. Empowering Lives.™