



Sponsorship Artwork Specifications

Ad Materials Deadline: February 20, 2008

Please send the following to Sarah Singleton either via e-mail at sarah.singleton@signs.org or mail to:

International Sign Association
Attn: Sarah Singleton
707 St. Asaph Street
Alexandria, VA 22314
Phone: (703) 836-4012

Format: A TIFF or an EPS file is the preferred format.
A press-ready PDF is also acceptable (PDF-X1a or PDF-X3 only).

Resolution: A minimum resolution of 300 dpi is required.

Color: 4-Color

In addition to requesting ads, please note all sponsors should send a vector logo via e-mail as well for placement on the show Web site, www.signexpo.org, and in the program.

Publication Trim Size:

4.00" x 9.00"

Non-Bleed Ads:

- A. Full Page = 3.50" x 8.50"
- B. Half Page = 3.50" x 4.25"
- C. 1/4 Page = 3.50" x 2.00"

Ads with Bleeds:

(i.e. 1/4" incorporates into the art for each side that bleeds)

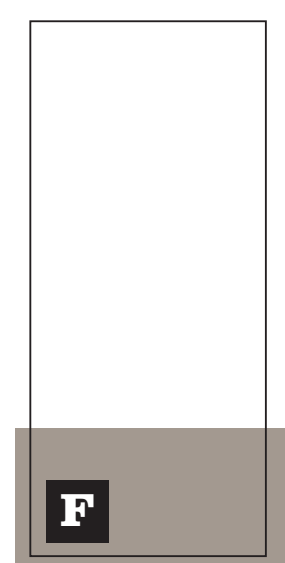
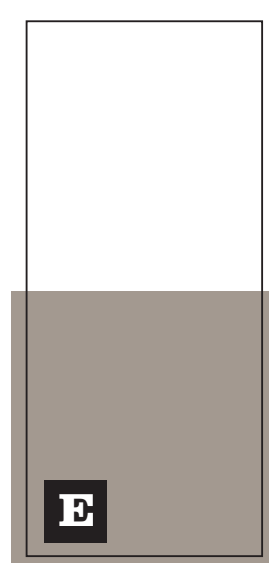
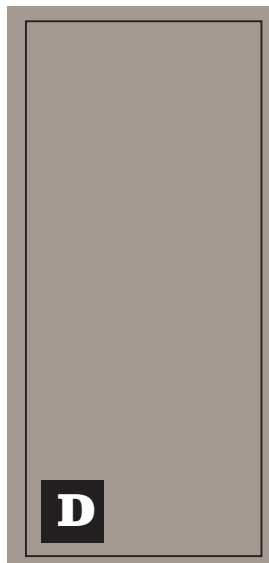
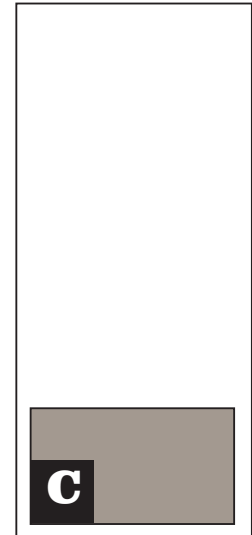
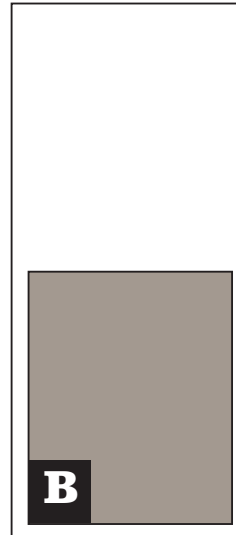
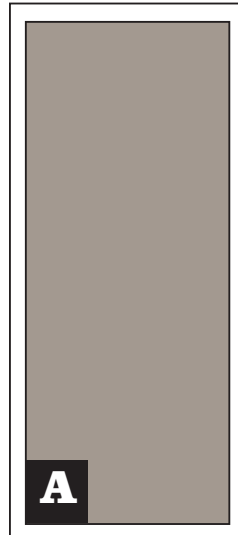
- D. Full Page = 4.50" x 9.50"
- E. Half Page = 4.50" x 4.75"
- F. 1/4" Page = 4.50" x 2.50"

Web Banner Ads:

Size: 320 x 55 pixels

Format: JPEG or GIF file
at 72 DPI

Please include the URL where you like the banner ad to link.



For more information about sponsorship opportunities please visit www.signexpo.org/exhibitors/exhibitor-services.html