

AmusementsNow.com

2011 Fairs & Festivals Guide Advertising Specifications



Published by:
AmusementsNow.com

Increase your visibility to the public and entertainment industry by presenting your message in this must have directory.

Acceptable Software and File Types:

1. High resolution PDF
2. High resolution Photoshop CS or lower EPS or Tiff 300 dpi
3. Illustrator EPS CS or lower (EPS Illustrator files should have all fonts outlines)

Unacceptable Software and File Types:

1. Page Maker
2. Microsoft Publisher or Microsoft Word
3. Use of true type (unless it is a PDF, Photoshop EPS, Tiff or Illustrator EPS with all fonts outlined)
4. Low resolution images (less than 300 dpi)
5. Low resolution PDF

All ads should be sent as grayscale or as CMYK. All color ads must include a color proof.

Guide Trim Size: 8.5" X 11"

AD SIZES	WIDTH/HEIGHT	BLEED SIZE
Full Page	7 ¼" X 10"	No Bleed
¾ Page (3 Column)	5 ¼" X 10"	No Bleed
½ Page (4 Column)	7 ¼" X 4 7/8"	No Bleed
½ Page (2 Column)	3 ½" X 10"	No Bleed
1/3 Page (4 Column)	7 ¼" X 3 ¼"	No Bleed
1/3 Page (2 Column)	3 ½" X 6 ½"	No Bleed
¼ Page (2 Column)	3 ½" X 4 7/8"	No Bleed
¼ Page (1 Column)	1 ¾" X 10"	No Bleed
1/6 Page (2 Column)	3 ½" X 3 ¼"	No Bleed
1/6 Page (1 Column)	1 ¾" X 6 ½"	No Bleed
1/8 Page (2 Column)	3 ½" X 2 3/8"	No Bleed
1/8 Page (1 Column)	1 ¾" X 4 7/8"	No Bleed
1/12 Page (2 Column)	3 ½" X 1 ½"	No Bleed
1/12 Page (1 Column)	1 ¾" X 3 ¼"	No Bleed
Inside Front Cover / CMYK	8 ½" X 11"	8 5/8" X 11 1/8"

**For more information call:
Ray Pilszak, Cell: 615-585-1313, rpilszak@AmusementsNow.com
or
Daniel Bale, Cell: 615-478-4104, dbale@AmusementsNow.com**