

Merchant Advertising Information

Size	Width	Height	Price
Full Page	7.5"	9.75"	\$300
1/2 Page (wide)	7.5"	4.75"	\$200
1/2 Page (tall)	3.625"	9.75"	\$200
1/4 Page	3.625"	4.75"	\$125
1/8 Page	3.625"	2.25"	\$75
Class/Demo at Booth Ad	Submission must be 50 word description or less.		\$10

Guidelines for submitting computer art files

A proof is suggested for comparison to the files sent. It may be a printed proof that is mailed or faxed.

Adobe PDF

- Files should be saved as press/high resolution (300 dpi minimum)
- Embed all fonts and images
- Include bleed but do not add crop marks
- Use grayscale color mode or color mode

Adobe Illustrator

- All fonts should be outlines
- Embed all images
- Use grayscale color mode or color mode

Adobe Photoshop

- Files should be at 300 dpi resolution
- Use grayscale color mode or color mode

Adobe InDesign

- Collect and include all fonts and art/photos used
- EPS, TIF, JPG – resolution should be minimum 300 dpi when image is at 100% scale
- Use grayscale color mode or color mode