Trade Show Executive
MECHANICAL SPECIFICATIONS

Trade Show Executive is printed sheet-fed and saddle-stitched bound. **Page trim is 8.375 x 10.875 inches.** Text and logos must not extend beyond 5/8 of an inch (.375 inches) from the trim size to avoid being cut off.

Ad size	Width	Height
Full Page Non-Bleed	7.375"	9.875"
Full Page w/Bleed	8.625	11.125
2/3 Page Non-Bleed	4.85"	9.715"
2/3 Page w/Bleed	5.5"	11.125"
1/2 Page Horizontal	7.375"	4.75"
1/2 Page Island	4.85"	7.375"
1/3 Page Vertical	2.35"	9.715"
1/3 Page Square	4.85"	4.85"
1/4 Page	3.5"	4.75"
1/4 Page Horizontal Banner	7.375"	2.125"

Premium Positions

	Width	Height
2-Page Spread Non-Bleed	15.75"	9.875"
2-Page Spread w/Bleed	17"	11.125"
1/2 Page Spread Non-Bleed	15.75"	4.75"
1/2 Page Spread w/Bleed	17"	5.375"
Over Covers*	8.625"	11.125"
Belly Bands**	18.5"	6"

*Includes bleed dimensions; Text and logos cannot be placed 2 inches from the top of the cover to adjust for placement of the TSE logo. Background images or graphics are allowed within that space as long as they don't interfere with readability of the TSE logo.

**Affixed around issue with one glue dot and polybagged for mailing.

Special Inserts

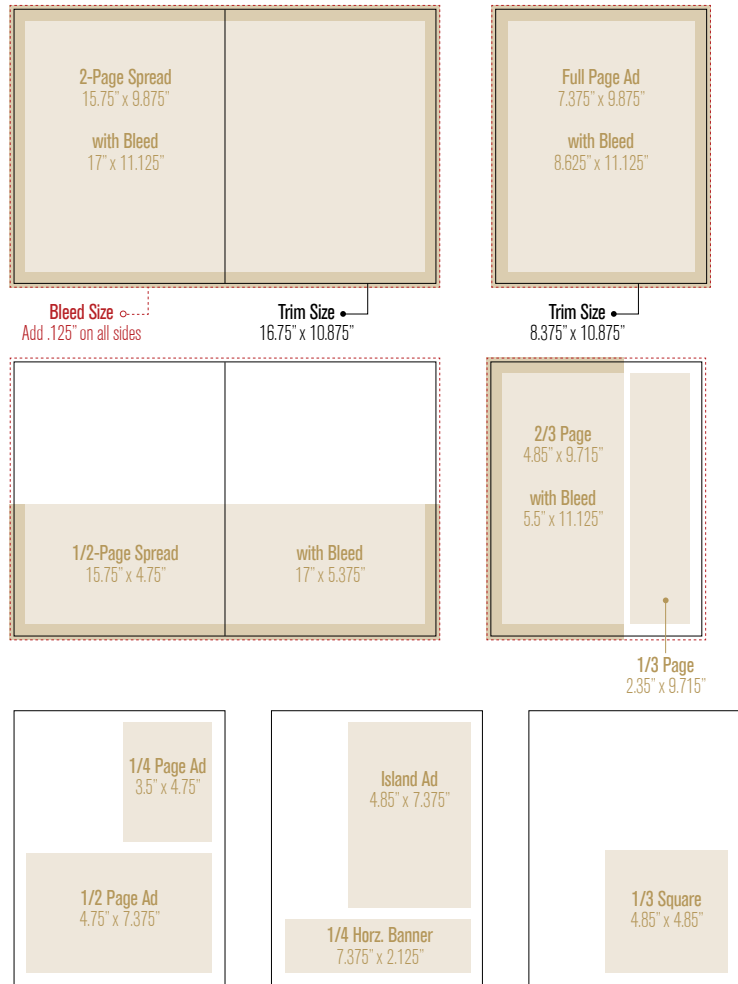|	Width	Height
Full Page Non-Bleed	7.375"	9.875"
Full Page w/Bleed	8.25"	10.75"
1/2 Page Horizontal	7"	4.625"
2-Page Spread Non-Bleed	15.375"	9.875"
2-Page Spread w/Bleed	16.25"	10.75"
1/2 Page Spread Non-Bleed	15.375	4.625"
1/2 Page Spread w/Bleed	16.25	5.25

World's Top Convention Centers

	Width	Height
1-Floor Plan Page	7.375"	9.25"
2-Floor Plan Page Spread	15.75	9.25"
Tabs w/Bleed	8.5"	11.125"

Who's Who Among Independent Show Organizers

	Width	Height
Cover w/Bleed†	6.5"	9"
Full Page Non-Bleed	4.5"	7.75"
Full Page w/Bleed†	6"	9"
2-Page Spread Non-Bleed	10.25"	7.75"
2-Page Spread w/Bleed	11.5"	9"
Cover + Inside Page Spread†	12"	9"
Tabs	6"	9"

Please do not include crop marks. Any ad that has image or color going to the trim size needs to have an additional .25" bleed on all sides to adjust for the paper shifting in the trimming process (options listed above marked "w/Bleed" include bleed dimensions). Also, please be sure to not place necessary text and/or logos outside of the Image Safe Area†, which runs the risk of getting cut off by the printer and/or the spiral binding.

†Please contact sales rep for design templates that show placement of spiral binding and safe area.

2-Page Spread
15.75" x 9.875"
with Bleed
17" x 11.125"

Full Page Ad
7.375" x 9.875"
with Bleed
8.625" x 11.125"

Bleed Size
Add .125" on all sides

Trim Size
16.75" x 10.875"

Trim Size
8.375" x 10.875"

1/2-Page Spread
15.75" x 4.75"

with Bleed
17" x 5.375"

2/3 Page
4.85" x 9.715"
with Bleed
5.5" x 11.125"

1/3 Page
2.35" x 9.715"

1/4 Page Ad
3.5" x 4.75"

1/2 Page Ad
4.75" x 7.375"

Island Ad
4.85" x 7.375"

1/4 Horz. Banner
7.375" x 2.125"

1/3 Square
4.85" x 4.85"

File Formats

Ads should be submitted as press-ready PDF files. High-resolution PDF files with **NO CROP MARKS** are required. Please ensure that all fonts and/or images are embedded.

Color

All colors must be CMYK. Total ink density should not exceed 300%.
Pantone (PMS) colors and metallic ink need to be converted to CMYK color mode.

Resolution

All images and logos must have a minimum resolution of 300 dpi (1200 dpi for bitmap graphics) at 100% print size.

File Submission

If PDF files are smaller than 8MB, please email them to the production department at jcrouch@tradeshowexecutive.com. If you do not receive confirmation of receipt within 24 hours, please resend. Files larger than 8 Mb can be sent via Dropbox or HighTail sharing services. All ad materials will be pre-flighted and you will be contacted if any items are flagged for adjustment.

For further information, contact our production department by email at jcrouch@tradeshowexecutive.com.