

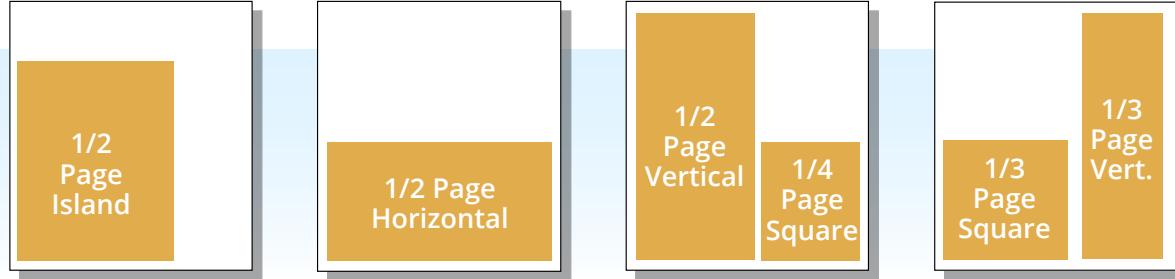
# Print Specifications

## Mechanical Requirements

AD SIZE	NON-BLEED (W x H)	BLEED (W x H)
Full Page	8" x 9 7/8"	9 1/4" x 11 1/8"
1/2 Page (Island)	5 1/2" x 7 5/8"	N/A
1/2 Page (Horizontal)	8" x 4 3/4"	9 1/4" x 5 3/8"
1/2 Page (Vertical)	4" x 10"	4 1/2" x 11 1/8"
1/3 Page (Square)	5 3/8" x 4 7/8"	N/A
1/3 Page (Vertical)	2 3/4" x 10"	N/A
2 Page Spread*	17 1/2" x 9 7/8"	18 1/2" x 11 1/8"
1/2 Page Spread	17 1/2" x 4 7/8"	18 1/2" x 5 3/8"

\* If supplying as two single facing pages, set to the trim size (9" x 10 7/8"), with 1/8" bleed on all outside edges. No gutter bleed is required.

## Ad Sizes



## Print Advertising & Specialty Items Submissions

(Advertisorials, Bonus Listings, Gatefold Covers, Cover Tips, Bellybands, Inserts)

Candy Holub  
Senior Customer Success Coordinator  
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## File Requirements

We prefer **press-ready PDF-X1a files** (file must include bleed, trim marks and exact trim size).

**Maximum file size:** 48 MB

**Images:** Photographic images must meet the following guidelines:

**Resolution:** 300dpi

**Color mode:** CMYK or Grayscale (convert all RGB images to CMYK). Pantone (PMS) colors will be converted to CMYK and we will not be held responsible for color shifts due to conversion.

**Trapping:** All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.

**Proofs:** A color proof of your ad is recommended. Publisher cannot guarantee reproduction of ads without a SWOP industry standard proof. Proofs should be output at 100%. Digital proofs and laser prints are not considered accurate in color and will be treated as "content verification only" proofs.

**Material Storage:** Printing material will be stored for 12 months and then destroyed unless advised otherwise.

## SPECS:

- » **Trim Size:** 9" x 10 7/8"
- » **Binding:** Perfect
- » **Printing:** 4-color offset web

## FREQUENCY:

- » 9 issues distributed per year
- » Supplements: 2 Annually

**Bleed trim:** 1/8" on all sides

**Live area:** 1/2" on all sides  
(equal to non-bleed dimensions)

## FILE TRANSMISSION

- » You may email PDF-X1a file (size limit 25MB) to candy.holub@meetingstoday.com or materials-mt@meetingstoday.com.
- For large files, please upload here:  
<https://www.tradeypress.com/uploads/meetingstoday>
- File names cannot include special characters (i.e. &, #)
- » Dropbox, WeTransfer, or an alternative file sharing method.