



SCHEDULE 'A'

Show Guide Ad Order

Exhibitor Pricing

- Full Page \$450
- Back Cover \$600
- Half Page \$250
- Quarter Page \$150
- Eighth Page \$125

Non-Exhibitor Pricing

- Full Page \$500
- Back Cover \$550
- Half Page \$300
- Quarter Page \$200
- Eighth Page \$175

Ad Specifications

All ads must be supplied digitally. Ad creation fee of \$250 will apply for any ad needing to be created by DFW Family Expo.

Ad files must be supplied in Photoshop, 300 dpi pdf, or 300 dpi jpg.

Use only 4 color (CMYK) process colors—NO RGB, spot colors, or unseparated PMS colors—and provide a matchprint, color proof for all 4 color ads; send black and white proof for black and white ads.

Bleed: Allow .5" bleed to live area on all sides

Trim Size: Allow .25" trim to live area on all sides

Include Type 1 media fonts and screen fonts (NO TRUE TYPE fonts), support files, and images with 300dpi resolution.

All artwork is due on February 8, 2013.

Full Page

Live Area 5.25 x 8.25
 *see bleed and trim notes above
 **must be 300dpi

Half Page

Live Area 5.25 x 4.125
 *see bleed and trim notes above
 **must be 300dpi

Quarter Page

5.25 x 2.063
 *see bleed/trim
 **must be 300dpi

8th Pg.

2.63 x 2.063
 *see bleed/trim
 **300dpi