



APRIL 3-5  
**2020**  
— THE —  
INTERNATIONAL  
CENTRE

## 2020 SHOW GUIDE MEDIA REQUIREMENTS

Art Format

CMYK – 300 dpi

High Resolution PDF

Set fonts, illustrations and logos to “CMYK outlined vector line art”

### Full Page Size (w x h)

Trim: 6” x 8.75”

Live area: 5.5” x 8.25”

Bleed: 6.25” x 9”

### Half Page Size (w x h )

Trim: 6” x 4.315”

Live area: 5.5” x 4.05”

Bleed: 6.5” x 4.815”

### 1/4 Page Size (w x h)

Trim: 2.825” x 4.2”

Live area: N/A

Bleed: NO BLEED

### DIGITAL ART SPECIFICATIONS

All advertising material must be submitted as Adobe Portable Document Format (PDF) in PDF/X1a format. All advertising must be supplied in CMYK colour space.

The resolution for greyscale and colour scans is 300dpi. When large digital files must be compressed prior to transfer, use a standard digital compression program.

### HOW TO SEND ARTWORK

For print production inquiries and to send files, contact Sylvia at 416-574-6779 or via email [Sylvia.Franklin@TheBackyardLivingExpo.com](mailto:Sylvia.Franklin@TheBackyardLivingExpo.com)

**FINAL PDF FILES ARE TO BE SUBMITTED NO LATER THAN**

**March 3, 2020**