

## World Tea Expo: OFFICIAL SHOW GUIDE

### Ad Specifications

#### DISPLAY ADS

#### Inches

Full Page Color Ad Trim Size	5-1/4" x 11-1/4" Please add 1/8" (.125) bleed on all sides
1/2 page Color Ad	5-1/4" x 5-1/4"
1/4 Page Color Ad	5-1/4" x 2-5/8"

#### Logo listing

Minimum size: 1/2" height  
 Illustrator EPS or PDF preferred

#### Sponsor Profiles

Platinum Maximum 220 words + logo as EPS or PDF  
 Gold Maximum 150 words + logo as EPS or PDF

- All ads must be CMYK. Please make sure any images incorporated are 300 dpi and are CMYK.
- Acceptable formats: EPS, TIF or PDF. PDF files are preferred. Please be sure to use press settings when creating your PDF and embed all fonts.
- Files under 10MB can be mailed to Heather Johnson at [heather.johnson@informa.com](mailto:heather.johnson@informa.com). You will receive an email confirming our receipt of your ad.
- For file transfer more than 10MB, please contact Heather Johnson at [heather.johnson@informa.com](mailto:heather.johnson@informa.com) to discuss file transfer options that suit your needs.

**AD RESERVATION DEADLINE:**  
**April 13, 2018**

**MATERIALS DUE:**  
**April 13, 2018**

Be sure to include an email address for ad receipt confirmation. For questions relating to ad set-up or file transfers, contact Heather Johnson at (303) 998-9277 or [heather.johnson@informa.com](mailto:heather.johnson@informa.com).



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