

Expo Guide 2020 Specification Sheet



Ad Material Deadline: 20 Business Days prior to selected NPOEXPO Event

Any ad received after our material close date will be placed in the directory at our discretion. We will make every attempt to include the ad, but can make no guarantee as to if it will or where it will appear.

NOTE: Please provide digital material.
Logos only can be accepted via email.

Email logos to: info@npoexpo.net

Ship materials to: **NPOEXPO**
Expo Coordinator
1708 W. Chaffin Rd.
Richmond, VA 23231

AD DIMENSIONS

FULL PAGE	5 1/2" x 8 1/2"
HALF PAGE (horizontal)	5 1/2" x 4 1/8"
QUARTER PAGE (vertical)	2 5/8" x 4 1/8"

LOGO SPECIFICATIONS (for Company Listing) - Minimum size is 3" wide or 3" high. Logos should be sent in one of the following formats: .TIF or .EPS. Resolution must be at least 300 dpi.

AD SPECIFICATIONS (Acceptable Applications and Files)

- **QuarkXpress.** Include all fonts and support art.
 - **Illustrator (.eps).** Include all fonts and images (not embedded). Final file should be saved as .eps.
 - **Photoshop (.eps or .tif).** Files must be flattened. All Alpha Channels must be removed. Fonts must be rasterized.
 - **PDF.** Must be print optimized (2400 dpi) with images (300 dpi) and fonts embedded. Please embed all fonts. NOTE: Crop marks must be outside of bleed area.
- DO NOT ADD security features to a .pdf or lock any file.

COLOR

- All ads need to be CMYK or grayscale; no RGB images will be accepted.
- Standard four-color printing process is used.
- PMS and spot colors will be converted to 4-color process.

SCANS AND IMAGES

- Scanned / bitmapped images must be CMYK or grayscale 300 dpi.
- Delete extra Alpha channels in Photoshop files.

PROOFS

- Your ad must be accompanied by a color proof. We cannot be held responsible for color integrity or content for ads submitted without an appropriate proof.

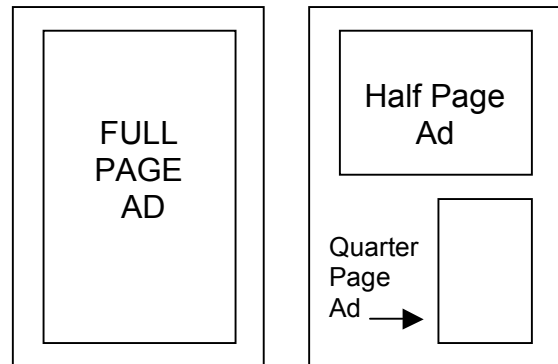
FINAL FILES

- Quark PC files can be accepted, but may create additional handling charges and costs. We recommend submitting them as press optimized PDF files.
- Any fonts not supplied may be substituted.
- All submitted materials must be clearly marked with company name, contact name, file name and show name. All ads must include the name of the advertiser in the actual file name (i.e. XYZCo-Ad.qxd) and must include the appropriate extension (.jpg).
- All digital materials must be on CD or DVD.

NOT ACCEPTABLE

- Word, Publisher and PowerPoint files.
- OS X fonts or style attributes applied to the basic fonts.
- Faxes or hard copies.
- JPG, GIF, PICT and BMP formats.

These specs must be followed. 1/4" safety adjustment is mandatory for proper printing. If safety margin is not adhered to, **NPOEXPO** cannot be responsible for trimmed live matter.



TERMS

- Payment is due in accordance with the payment schedule on the Exhibitor Contract.
- For any ads reserved after the Exhibitor Registration End Date, payment will be due in full at time of order.
- Advertisement will not run without full payment.
- Responsibility for a printed ad that is significantly different from the furnished proof will be assumed at **NPOEXPO's** discretion.
- If production costs are required, **NPOEXPO** will inform you in advance of the cost.
- Rates are net and non-commissionable.
- Original art, film, etc. will be returned only to those clients who request it in writing. Artwork is held in our office for one year. After one year, the artwork will be destroyed.
- Should your submitted ad require corrections due to size, resolution or format issues, you will be charged \$100 per hour in half hour increments (pending your go ahead).
- All space reservations with a signed insertion order are non-cancellable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment.

QUESTIONS?

Email: info@npoexpo.net
Phone: 804-795-9009
Fax: 804-795-9546