

1877 N. KOLB RD.  
TUCSON, AZ 85715  
PHONE: 520.721.1300  
FAX: 520.721.6300

## AD SIZES

### Width x Height

#### FULL PAGE

Trim Size 10.875" x 14"  
Live Area 9.875" x 13"  
with Bleed 11.125" x 14.25"

#### BANNER AD

Live Area 9.875" x 2.25"  
with Bleed 11.125" x 2.875"

#### HALF PAGE

Live Area 9.875" x 6.375"  
with Bleed 11.125" x 7"

#### JUNIOR PAGE

Live Area 7.25" x 9.25"  
with Bleed 7.875" x 9.875"

#### QUARTER PAGE

4.75" x 6.375"

#### PRODUCT SHOWCASE

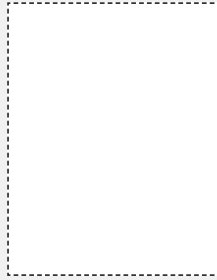
4.75" x 3"

#### PRODUCT LOCATOR

2.25" x 4.125"

**PLEASE NOTE** - All ads that bleed to the edges must be set up with the bleed dimensions. If the ad is furnished to the trim size, your bleed may not come out as expected. Also notice the live area, as this is the area where your text, images and important information should be contained if not bleeding over the edges, to avoid being trimmed too close when finished.

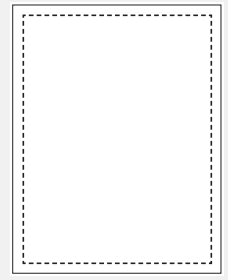
## TRADE SHOW ARTWORK SPECIFICATIONS



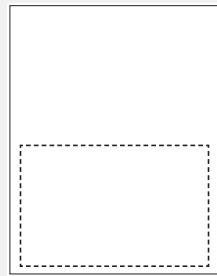
**Trim Size:**  
10.875" x 14"  
(10 7/8" x 14")



**Bleed:**  
11.125" x 14.25"  
(11 1/8" x 14 1/4")



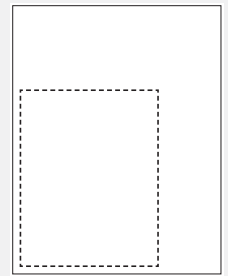
**Live Area:**  
9.875" x 13"  
(9 7/8" x 13")



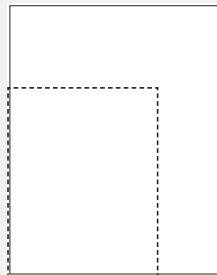
**Half Page:**  
9.875" x 6.375"  
(9 7/8" x 6 3/8")



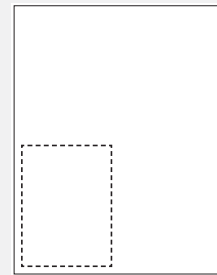
**Half Page with Bleed:**  
11.125" x 7"  
(11 1/8" x 7")



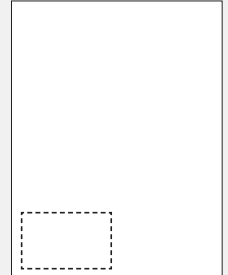
**Junior Page:**  
7.25" x 9.25"  
(7 1/4" x 9 1/4")



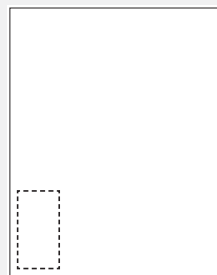
**Junior Page with Bleed:**  
7.875" x 9.875"  
(7 7/8" x 9 7/8")



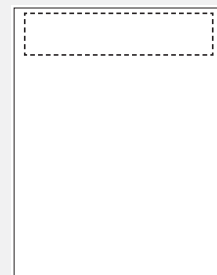
**Quarter Page:**  
4.75" x 6.375"  
(4 3/4" x 6 3/8")



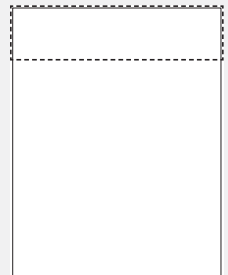
**Product Showcase:**  
4.75" X 3"  
(4 3/4" X 3")



**Product Locator:**  
2.25" x 4.125"  
(2 1/4" x 4 1/8")



**Banner:**  
9.875" x 2.25"  
(9 7/8" x 2 1/4")



**Banner with Bleed:**  
11.125" x 2.875"  
(11 1/8" x 2 7/8")

# AD SUBMISSION & WAIVER FORM

**NOTE: Your signature is REQUIRED on this page and must be submitted if you do not send a proof.**

**Color Proofs:**

In order to assure print accuracy, we require that a color proof be submitted with ALL ADVERTISEMENTS. The proof must be full-color, printed on coated photographic stock, and rendered at the appropriate size for the ad (if Oser Communications Group is to assemble the ad, we will provide you with a proof).

By signing below, you acknowledge that Oser Communications Group will not be held responsible for ANY print errors if a proof is not provided. If you have any questions regarding the above, please contact our offices as soon as possible. (PLEASE PRINT BELOW)

\_\_\_\_\_  
Company

\_\_\_\_\_  
Name

\_\_\_\_\_  
Show

\_\_\_\_\_  
Signature

**Creation of Ads:**

Should you require it, Oser Communications Group can assemble your ad for a fee of \$25. However, if you know you will require us to assemble your ad, it is essential that you notify us and provide all necessary materials *as soon as possible* after the ad space has been purchased. Materials required for ad assembly must be submitted SEVEN DAYS PRIOR to the due date listed on the advertising contract or Oser Communications Group will be unable to send you a proof of your assembled ad.

**Sending Electronically:**

Files under 25 megabytes may be emailed to Valerie Wilson (ads@oser.com). We will download any files over 25 megabytes but under 100 megabytes from any location on the web that we are directed to. Please email the location to the above address. (Please submit editorials or interviews to editor@oser.com.)

**Mac Platform**

*Software Supported:* Quark Xpress 7.0, Adobe Photoshop CS2, Adobe Illustrator CS2, and Adobe Acrobat 7.0

**PC Platform**

*Software Supported:* Adobe Photoshop 7, Adobe Illustrator 10 (must use "create outlines" with fonts)

**Disk Types Accepted:**

CD, Zip, Floppy

**Fonts (Mac Only):**

All printer and screen fonts must be supplied. Fonts may be combined in a single family suitcase. When using Quark Xpress, do not Bold or Italicize using the control strip. Actual Bold or Italic fonts must be used. We do not accept PC fonts.

**Graphics:**

All images must be in either CMYK or B&W format. We accept TIF, Adobe Photoshop, JPEG\* and high-resolution PDF formats. All images must be 300 dpi.

**PREFERRED FORMAT IS A HIGH RESOLUTION PRESS READY .PDF or .TIF**

\*When uploading to a website or emailing JPEG formatted images, please stuff or zip. CMYK JPEGs are not intended for the internet.