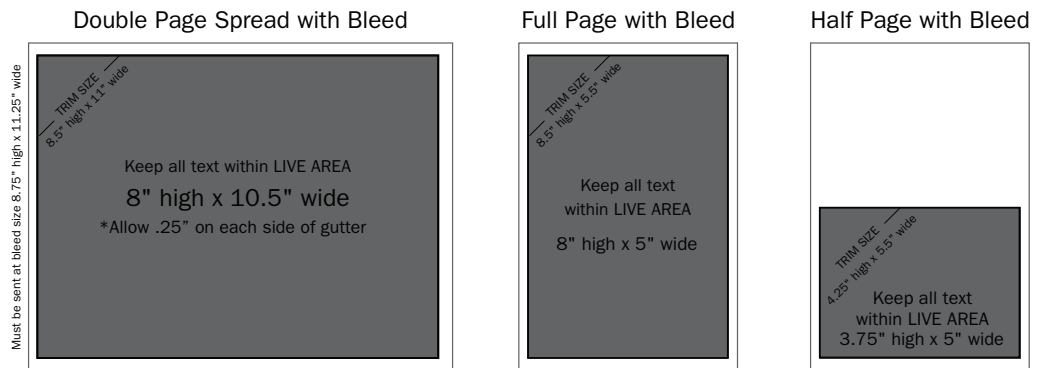


## SHOW PREVIEW AD DIMENSIONS

4/C ADVERTISEMENT	TRIM SIZE The size the ad will appear in the preview.	BLEED SIZE The extra .25" (.125" on each side) added to the trim size.	LIVE AREA Keep text within this area.
Double Page Spread with Bleed	8.5" high x 11" wide	8.75" high x 11.25" wide	8" high x 10.5" wide
Full Page with Bleed	8.5" high x 5.5" wide	8.75" high x 5.75" wide	8" high x 5" wide
Half Page with Bleed	4.25" high x 5.5" wide	4.5" high x 5.75" wide	3.75" high x 5" wide

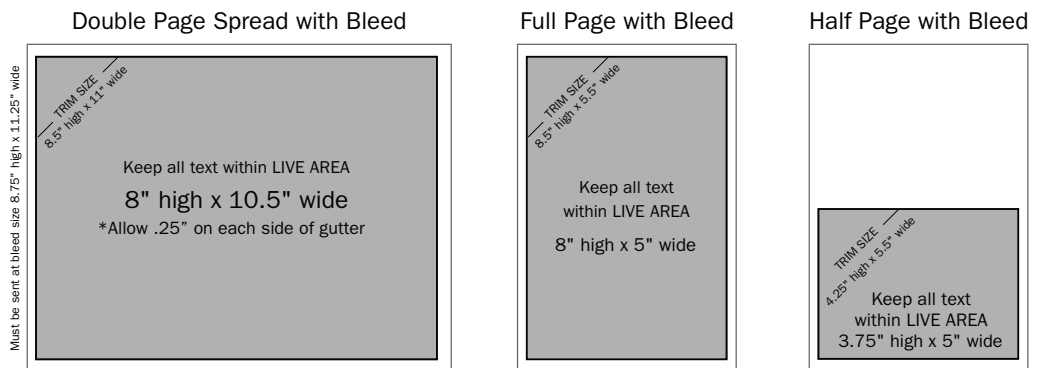
Advertising  
Materials Due:  
October 31, 2022



## SHOW DIRECTORY AD DIMENSIONS

4/C ADVERTISEMENT	TRIM SIZE The size the ad will appear in the preview.	BLEED SIZE The extra .25" (.125" on each side) added to the trim size.	LIVE AREA Keep text within this area.
Double Page Spread with Bleed	8.5" high x 11" wide	8.75" high x 11.25" wide	8" high x 10.5" wide
Full Page with Bleed	8.5" high x 5.5" wide	8.75" high x 5.75" wide	8" high x 5" wide
Half Page with Bleed	4.25" high x 5.5" wide	4.5" high x 5.75" wide	3.75" high x 5" wide

Advertising  
Materials Due:  
December 9, 2022



## AD REQUIREMENTS

For all supplied ads, the preferred file format is a hi-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name. We can also accept high-resolution JPEG, EPS, TIFF, InDesign CS, Illustrator and Photoshop files. Please be sure to include all necessary images at 300dpi and font files.

Regrettably, we cannot accept any artwork lifted directly from a website or sent via fax as the quality is incompatible for print. We also cannot accept supplied ads sent in Microsoft Word, Powerpoint, Excel, Works, Pagemaker or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes.

All supplied ads must be presented in a manner ready for press. Sports Licensing & Tailgate Show does not accept responsibility for files that have not been presented correctly - the sole responsibility for file content rests with the file originator.

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