



2016 SHANGHAI TPO CONFERENCE

March 22-24, 2016
 Shanghai Marriott City Centre
 Shanghai China



Conference Print Advertising Specifications

The 2016 **Shanghai TPO Conference** guide will be 8.3 x 11.7 inches (A4), 4-color with bleeds, aqueous coated, folded, and saddle-stitched.

Deadline for Ad Submittal: February 17, 2016

Send to:

Ad and logo files not exceeding 10 mb can be emailed to ads@auto-tpo.com & jpcreative@att.net Submit larger files via FTP to www.hightail.com Please include contact name, company, phone number, and email address with each ad or logo in case we have questions or need something adjusted.

Ad Upgrades:

For ad upgrades from quarter to half page, half page to full page, and other options such as back cover, inside front cover, or pocket, please contact Karen Rhodes-Parker at (248) 244-8993 Ext. 3 for a quote and availability.

Media Specifications:

PDF/X-1a compliant or Press Ready PDF are the preferred formats. Mac-formatted InDesign CC, Illustrator CCC or Photoshop CC files are also accepted; include all graphics and fonts used. Photoshop graphics are to be supplied in *.tif, *.eps, or *.jpg format, CYMK, 300 dpi at 100%. All fonts within vector files must be converted to outlines. **PLEASE NOTE:** We cannot neither accept ads created in Word, Powerpoint, or any software not listed above nor can we accept images embedded in such software. *Ads created in or embedded in these programs will not print properly.* Artwork not production-ready to these specifications will incur pre-press charges to edit and fix files.

Special Requests

If placement of an ad or any element of the ad is critical, we must be notified of it when the artwork is delivered; please include corporate design guidelines. If ads with critical placement aspects are submitted later than 6 weeks prior to printing, you may be subject to rush charges to pull a proof or it may not be possible to guarantee placement of the critical element(s).

Ad Dimensions

	Width..... Height	Width.....Height
1/4 pg	3.875 in.....5 in.	98.5 mm 127 mm
1/2 pg-Horizontal	7.875 in.....5 in.	200 mm 127 mm
1/2 pg-Vertical	3.875 in.....10.125 in.	98.5 mm 130 mm
Full pg without bleed	7.9 in.11.3 in.	200 mm 287 mm
Full pg with bleed:	8.6 in.12 in.	218.5 mm 130 mm
Trim size	8.3 in.11.7 in.	211 mm298 mm
Live Area	7.3 in.10.7 in.	185 mm 272 mm