

## DIRECTORY AD SPECIFICATIONS

# Int'l Mobile Tech Expo 2012

For Automotive Appearance Repair & Reconditioning Professionals

**January 19-21, 2012**

Thursday, January 19th - Education Day & Exhibitor Move-In

Friday & Saturday, January 20th & 21st - EXPO

held at the **WORLDGATE RESORT HOTEL & CONVENTION CENTER**

**3011 Maingate Lane, Kissimmee, FL • USA 34747 (by Disney World -ORLANDO)**

**Ph: (407) 396-1400 • www.wgtresort.com**

**We are preparing our SHOW DIRECTORY which will guide the many visitors to the activities at the EXPO. Advertising space is limited to the Show Exhibitors.**

*Keep in mind that we do not publish an industry directory for Mobile-Tech News or Detailers Digest. This Directory serves as such, throughout the year.*

**FULL COLOR ADS ARE AVAILABLE**

*(call for availability & prices)*

For a **FULL PAGE:** Image Area size: 7.5"W x 10"H

Book Trim size: 8 3/8"Wx10 3/4"H

**If ad is to bleed off page, pull bleed 1/2" beyond trim size (all 4 sides).**

For a **HALF PAGE:** Image Area size: 7.5"W x 4 7/8"H

For a **QUARTER PAGE:** Image Area size: 3.5"W x 4 7/8"H

**IF WE DESIGN YOUR AD:** All Images (products/logos/face photos) should be 300DPI at approximately the size they are to run. Acceptable formats for photos are: .jpg or .tif or .eps (some bitmaps are also acceptable). All copy should be either in a word document or clearly written and faxed. Please add in your copy any special touches you would like, include all contact numbers or reference to an existing masthead you have run by date of issue if possible. If a proof is requested please include where it is to be sent for approval.

**CAMERA READY DIGITAL SPECS:** PDF: hi resolution (300 DPI) CYMK

EPS: hi resolution (300 DPI) CYMK

TIF: hi resolution (300 DPI) CYMK

We can use your art work from **Mobile-Tech News or Detailers Digest** or forward your own artwork by:

INSERT ORDER MUST BE IN OUR OFFICE BY 12/22/11 (**Fax your insert order to 727-531-7850**)

PAYMENT MUST BE RECEIVED BY 12/29/11

**Mobile Tech Expo • P.O. Box 5950 • Clearwater, FL 33758-5950**

**727-531-7885 • 727-531-7850 fax**

