ITC On-Site Guide
Ad Specifications

Final ad materials must be provided by September 29, 2025

Ad Sizes

Trim size is 4″ W x 9.5″ H. Most ads will be placed on left-side pages.

Full-page ad (non-bleed): 3.5″ W x 9″ H (live area)

Full-page bleed ad: 4″ W x 9.5″ visible PLUS .125″ bleed all sides (file size = 4.25″ x 9.75″ for bleed) ** Sponsor ads for inside covers trim to 3.75″, plus additional .125″ for bleed.*

Half-page ad: 3.5″ W x 4.375″ H

Quarter-page ad: 3.5″ W x 2.2″ H

Artwork Files

Layout must be in electronic file format. Page layout will be composed on a Windows platform in QuarkXPress 7. Mac files may also be submitted. Ads will be printed CMYK on gloss paper at 175 line screen.

Files must be in the following formats only:

- PDF Press-Quality for 2400 dpi (be sure to check "Embed all fonts") >>PREFERRED
- QuarkXPress 7/8/9 or InDesign CS5 (convert fonts to outline)
- Photoshop PSD, TIFF, or EPS
- Adobe Illustrator CS5 AI or EPS (outline fonts)
- All files must have appropriate Windows file extension in name (.pdf, .tif, .eps, .qxp), even if they are Mac files
- *Do not use JPEG or GIF images in your layout*

Color

- Layout and linked files must be in CMYK color (or grayscale)
- Do not use RGB, Index, LAB, or spot (PMS) colors
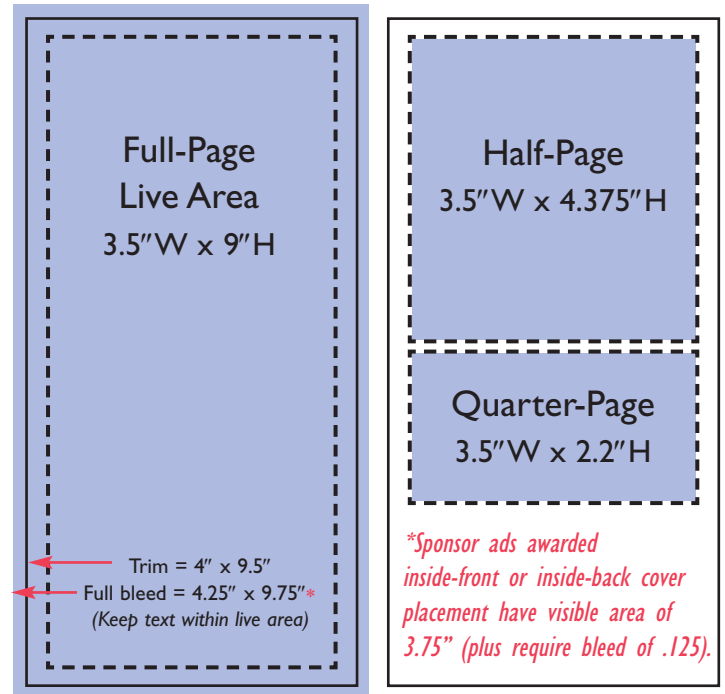
Fonts

- We use Windows-based fonts — both PostScript and TrueType. Mac fonts can be submitted for conversion (use Stuffit to archive Mac font files) or be converted to outlines
- For PostScript fonts, **be sure to include both printer and screen font files** (.pfb & .pfm)

- **Images**
- CMYK files should be 300 ppi at finished size
- Line art should be at least 600 dpi, EPS format preferred
- TIFFs can be saved with LZW compression, Windows format

Note: Graphics must be linked to actual files, not embedded

Artwork Submission

- Include: press-quality PDF or final layout file, linked files, all fonts, color printout of final ad, and your contact info.
- **E-mail ad files ONLY if smaller than 18 MB to: richdesigns@cox.net.**
- Or provide files on CD-ROM (Windows format), or compress (Zip or Stuffit) and transfer electronically via YouSendIt.com.

Any ad spec questions, please contact Linda Richards at Rich Designs.

Full-Page Live Area
3.5″W x 9″H

Trim = 4″ x 9.5″
Full bleed = 4.25″ x 9.75″*
(Keep text within live area)

Half-Page
3.5″W x 4.375″H

Quarter-Page
3.5″W x 2.2″H

*Sponsor ads awarded inside-front or inside-back cover placement have visible area of 3.75″ (plus require bleed of .125).

Give your company high visibility by advertising in this year's ITC On-Site Guide!

For additional information, please contact Lena Moran at 951.219.4817, Lnpena3@gmail.com

Final ad materials to:
ITC Show Guide c/o Rich Designs
1511 Bitterroot Ct.
San Marcos, CA 92069-2210

Tel: 760.743.4060

Contact: Linda Richards
E-mail: richdesigns@cox.net

Affordable graphic design services are available upon request; please contact Linda Richards at Rich Designs.