

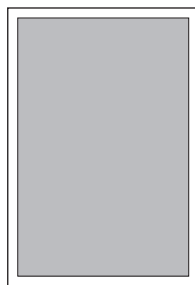
ADVERTISING REQUIREMENTS



DIMENSIONS (all dimensions are in inches)

The trim size is $7 \times 10\frac{3}{8}$.

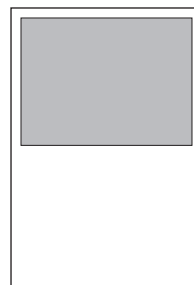
The following image area sizes are available:



FULL PAGE

$6\frac{3}{8} \times 9\frac{5}{8}$

\$600

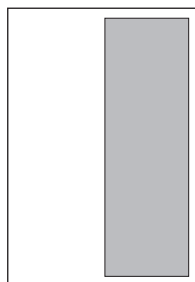


HALF PAGE

HORIZONTAL

$6\frac{3}{8} \times 4\frac{3}{4}$

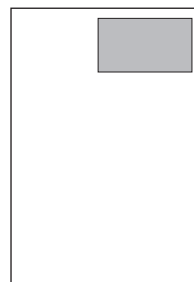
\$350



HALF PAGE VERTICAL

$3\frac{1}{8} \times 9\frac{5}{8}$

\$350



BUSINESS CARD HORIZONTAL ONLY

$3\frac{1}{2} \times 2$

\$200

DEADLINE

The deadline for delivery of directory advertising materials is **October 5, 2018**.

All advertisements must comply with our digital file specifications.

Those companies that advertised in the 2017 directory may repeat their ads if there are no changes. *All ad copy and artwork must be black & white**. **“Camera-ready” artwork will not be accepted.** Please see accompanying page with digital file specifications.

All ad files should be e-mailed to: Expo@TeamsterCenter.com

If you have questions please call Andrew Johnson at Teamster Center Services: 212-235-5003
Technical questions should be addressed to Bill Buckley – william.buckley3@gmail.com

*Cover ads — back cover, inside front cover and inside back cover — may be in color.

ADVERTISING REQUIREMENTS



General

Our printer will no longer accept film, so all advertisements must be supplied as digital files. *We will not accept any ads in original document formats*, i.e., Quark, InDesign, PageMaker, Illustrator, Corel, or the like. Files must be supplied in EPS or PDF formats only. If you are unfamiliar with the creation of such files, have it done by a knowledgeable person or by a service bureau (the specs are given below).

Please pay attention to the dimensions given on the preceding page.

Converting Color Ads

As noted on the previous page, all ads are black and white (cover ads excepted). Ads have been submitted that were prepared in color for other publications. These will image in shades of gray (if they image at all). Be aware that type which was perfectly readable in the color ad may not be as legible in the grayscale version. If at all possible, create the ad as black and white art, and make all small type 100% black.

EPS files

Encapsulated PostScript Files are acceptable as long as *fonts are included in the file*. If the EPS file calls a font that is not available on our system it will reproduce in Courier or some other default font. We cannot be responsible for font problems with supplied files.

PDF files

Files in Adobe's Portable Document Format are preferred. When the files are distilled make them High Quality or Press Quality for best results (options will vary depending on the version of Distiller being used). Avoid options like Screen Optimized or Document Distribution. Also make sure that *all fonts are embedded*. After distilling the PDF file view and print it in Acrobat Reader to see if all the elements are there. Again, we cannot be responsible for PDF files that do not image properly.

If for some reason you cannot e-mail your file, you can send a CD or USB drive to:

Zyzygy Graphics
435 West 23rd Street, #3-B
New York, NY 10011

— Silver Anniversary Reminder —



We'd like to remind our advertisers that 2018 marks the 25th Anniversary of the Health & Benefits Expo! Should you wish to acknowledge this in your ad, we'd be happy to supply you with our "Celebrating 25 Years" logo to incorporate in your artwork. Just let us know and we'll send you one.