



EXPO

2018 NRA Carry Guard Expo Show Directory Ad Specifications

Printing: Sheet-fed / Direct-to-Plate / Digital Files Only

Binding: Perfect Bound (1/4" spine)

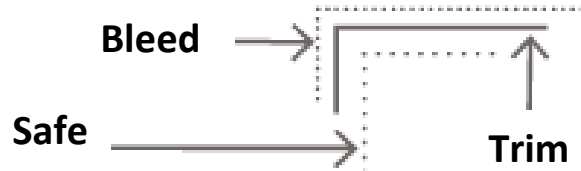
Mechanical Sizes: All measurements are W" x H"

BLEED Ads (Trim Size Below)	
2- Page Spread	12"x8.375"
Full Page	6"x8.375"
½ Page Spread	12"x4.25"
½ Page	6"x4.25"

NON-BLEED ADS	
2- Page Spread	11.5"x7.875"
Full Page	5.5"x7.875"
Full Page	11.5"x3.75"
½ Page	5.5"x3.75"
1/8 Page	2.667"x1.8413"

Safe area is within .25" of the trim on all sides.

Offset crop marks minimum .1875" from trim.



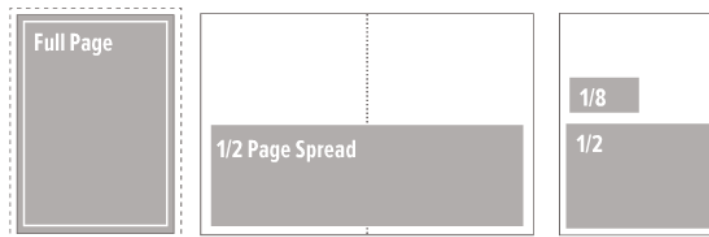
File Type:

PDF/X-1a. CMYK only.

No RGB, Spot Process or Pantone colors. Maximum ink density not to exceed 280%. Coupon ads are not accepted.

Proof:

A content proof is required with every ad, i.e. Kodak, Fuji, Epson. Follow SWOP standard specifications. Digital and proof recommendations: 150 lpi (lines per inch).



Submission Information:

Ads are due by: **TBD**. Please email Pete at pyuska@nrahq.org with a pdf of your artwork file.