

SIA Directory 2013 Ad Specifications



Final Trim Size: 5.3125 x 8.375 inches

Minimum Bleed: of .125 inches, place crop marks for trim outside area

Total with Bleed: 5.5625 x 8.625 inches

Suggested Safe Area: 4.3125 x 7.375 inches

(please keep copy and crucial graphics within this area)

Crop Marks: Set crop marks at least .5" from the trim.

Proofs: All black and white digital ads must be accompanied by an actual laser proof.

Images and Color Space:

Minimum resolution for placed images is 300 dpi and must be in grayscale. Images should be placed at 100% scale. Minimum effective resolution for embedded images is 266 dpi. Do not include RGB, CMYK, indexed color or spot colors in ANY of your submitted files.

Ad Sizes: Your page size should be the size of your ad. If you are preparing a full page ad or spread with a bleed, your bleed must be set to .125" on four sides. Crop marks should be offset from trim by .5". Your crop marks must NOT appear in the bleed area.

Fonts: Use PostScript fonts only. Embed all fonts, do not subset. No TrueType fonts are acceptable.

File Names: Include your company or client name in your file name.

File Formats: Advertising material is accepted in the following format:

PDF/X1-a: Save with Acrobat 4.0 compatibility, using the PDF/X1-a job setting in Acrobat if available. Image resolution and b/w mode must be correct, and you must use fonts and high-res images compliant with our file specifications above. The ad file must be prepared to the correct dimensions. Full page PDFs must include a bleed allowance on all sides and crop marks. PDFs for nonbleed ads must be the exact dimension of the ad.

Submit files to:

Sherry Gilbert
SnowSports Industries America
8377-B Greensboro Drive
McLean, VA 22102
SGilbert@snowsports.org
ph. 703.506.4227

Art Deadline: November 15, 2012.

