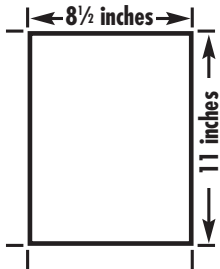


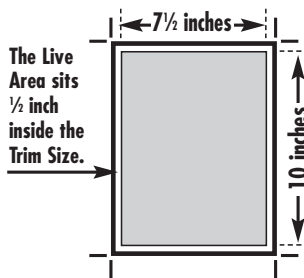
Shomex Exhibits Guide

Digital Ad Specification Sheet

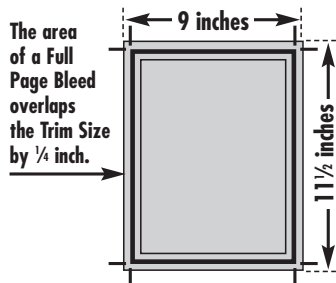
1. MEASUREMENTS



- The size of a full page, or the **TRIM SIZE**, is 8½" wide by 11" high.
- The measurements for the Live Area of a **2-PAGE SPREAD** is 16" wide by 10" high.



- The area inside the trim size where ad copy and images are placed, called the **LIVE AREA**, is 7½" wide by 10" high. Unless your ad is a Full Page Bleed, all ad copy & images must stay within the Live Area.
- The measurements for the Live Area of a **2-PAGE SPREAD BLEED** is 17½" wide by 11½" high.



- A **FULL PAGE BLEED** has the same measurements as the Trim Size, plus an extra ¼ inch of ad image on each side for a total measurement of 9" wide by 11½" high. This way, when the ad is cropped to the Trim Size, the ad creative will "bleed" to the edges of the page.

2. DIGITAL AD REQUIREMENTS

Shomex' production department is equipped with the latest hardware and the latest software, media and high-speed on-line communications so that we may provide our advertisers with the highest level of convenience and quality. We have prepared the following guidelines to assist you in preparing your ads for digital submission. Please note that each advertiser must accept responsibility for the proper submission of their ad materials. Shomex cannot award credits for ads that print wrong due to late or improper submission of ad materials.

Platform:

Shomex' production department is entirely Macintosh-based so please configure your ad for MAC compatibility if applicable.

Formats:

SHOMEX' PREFERRED FORMAT IS PDF. Please use Adobe Acrobat Distiller, 4.0. We will also accept Quark, Photoshop and Illustrator files. We will not accept Microsoft Word, Freehand, PageMaker or PowerPoint files.

Graphics, Colors and Fonts:

All screen and printer fonts and graphics must be included. PDF files must have all fonts embedded. Please use only TIFF and EPS graphics in layouts.

All colors must be CMYK. RGB COLOR IS NOT ACCEPTABLE. All spot colors must be converted to their CMYK equivalents unless you have purchased a PMS matched spot color. If you have purchased a PMS color, please note the color on your proof and make sure process color separations are not chosen for this color. If you are sending a 2-color ad, be certain one of the two colors are black.

IMPORTANT: All PMS and custom colors in your original files are automatically changed to CMYK when your files are converted to PDF format.

Make sure your images are free of extra channels.

Text smaller than 9 pt. should not be colored and text under 10 pt. should not be reversed.

Resolution of scanned images must be at least 300dpi.

Please use only Adobe Type 1 fonts. Do not use TrueTypes, MM, Type 3, Quick Draw or other fonts. Any font submitted that does not conform to the above guidelines will be subject to replacement. Shomex reserves the right to replace any font that creates production problems with the closest available match. No credits will be made for font replacement.

Delivery Method:

Shomex will accept digital ads via e-mail, USB drive, or MAC/Hybrid formatted-CD.

We do not accept Zip, Jaz, floppy, SyQuest, etc. **ONLY ONE AD PER E-MAIL TRANSMISSION**

UNDER 5 MB IS PERMITTED. All digital ads must be clearly labeled. If providing ads on CD, disk must be labeled with advertiser name, ad contact/telephone number, show name, show city and show date. E-mail submissions must contain advertiser name, show name, show date, show location in subject field and contact information in message field.

E-mail to aosnowe@shomex.com, or mail to: **Operations, Shomex, 2601 Ocean Park Blvd., Suite 200, Santa Monica, CA 90405.**

Proofs:

A b/w laser proof is suggested for all black and white ads and a digital color proof is suggested for all color ads. Print proofs at 100% size. We are not responsible for ad quality if you have not sent us a proof.

