



## Artwork Specifications for HD EXPO INFO DEPOT

Please indicate size of your ad and provide all artwork according to specifications listed below.

Full Page - 7.5"w x 9.5"h    1/2 Page - 7.5"w x 4.75"h    1/4 Page - 3.625"w x 4.75"h

### FORMATS ACCEPTED:

Please email your ad as a pdf, eps or tiff to [stephanie@hdexpo.net](mailto:stephanie@hdexpo.net) and reference HD EXPO in the subject line in your email. If it's a large file, please upload to our ftp site, instructions below. NOTE: Please put your company or client's name as the name of all files to avoid confusion with other advertisers.

### IMPORTANT INSTRUCTIONS:

You may send PDF files from either MAC or PC. Do not compress files, and embed all fonts. If you make the PDF from Adobe Illustrator or Macromedia Freehand, convert fonts to outlines or paths before saving or exporting. Please submit all PDF files at high quality or press quality minimum 300 dpi. Please submit Adobe Illustrator or Macromedia Freehand as eps files (with tiff preview), but remember to convert all type to paths or outlines, otherwise we cannot guarantee fonts will match.

We prefer all ads to be emailed or uploaded to our ftp site. Ads that are 6 MB or smaller can be emailed directly to: [stephanie@hdexpo.net](mailto:stephanie@hdexpo.net) - be sure to put "HD Expo Ad" in the subject line.

Ads bigger than 6MB need to be uploaded to our ftp site:

ftp: [ftp.hdexpo.net](ftp://ftp.hdexpo.net)

username: [infodepot@hdexpo.net](mailto:infodepot@hdexpo.net)

password: [hdadver](#)

If you have any problems uploading to our ftp site, please contact Stephanie Cameron at [stephanie@hdexpo.net](mailto:stephanie@hdexpo.net) or call 818-842-6611.

VERY IMPORTANT: You must email Stephanie at [stephanie@hdexpo.net](mailto:stephanie@hdexpo.net) and Evie at [evie@hdexpo.net](mailto:evie@hdexpo.net) once you have upload your file on our ftp site.

### DESIGN CHECKLIST

Is your document the correct size for your ad? (See sizes listed above).

#### NO BLEEDS

Are images saved at resolution of 300 dpi for halftones and 1200 dpi for line work?

Are images trapped to photo boxes or rules?

Do all image boxes have white backgrounds?

Have clipping paths been created where necessary?

Have all graphics imported into the file been included in your email?

If you cannot postscript your pdf file or convert fonts to paths or outlines, you must include BOTH the printer fonts and screen fonts used in your file when emailing.

All high-resolution imagery is in position and my file is ready for film output.

If you have any technical questions please contact Stephanie Cameron at [stephanie@hdexpo.net](mailto:stephanie@hdexpo.net) or call 818-842-6611.

Please put your company or client's name as the name of all files to avoid confusion with other advertisers.

For any non-design questions, contact Evie Silvers, Account Executive at (818) 842-6611 or email [evie@hdexpo.net](mailto:evie@hdexpo.net).

**Thank you for advertising in the HD EXPO Info Depot.**