



2017 GUIDELINES FOR SUBMITTING ADS/ARTWORK

MAY 2-4, 2017 | CINTERMEX | MONTERREY, MEXICO

These guidelines provide specifications and procedures on how to submit the artwork needed to fulfill your ad order. **Ad material deadline for print ads and enhanced logos is March 24, 2017.**

If you have questions about submitting artwork, please contact:

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1. SUBMITTING PRINT ADS: Show Directory

A. Ensure that your print ad artwork meets the below specifications:

1. Please size your ad correctly per the size specifications in the FABTECH Mexico Advertising Brochure found at mexico.fabtechexpo.com/exhibit/advertising-opportunities
2. We prefer High Resolution PDF files for Print. Best practice guideline is to export the file in PDF/x-1a format.
3. We can accept the following in their native file format: Adobe Creative Cloud (or earlier), InDesign, Illustrator, Photoshop. Be sure to include all fonts, images, layout, and a low resolution PDF for reference.
4. All artwork must use CMYK color space for layout and imported images. All images must be 300 DPI.
5. Use EPS file format for all vector-based artwork. Please convert all text to outlines.

PLEASE NOTE: We cannot accept artwork embedded in Microsoft Office software such as Publisher, Word (.doc), PowerPoint (.ppt), or CorelDraw

B. To ensure your artwork is checked in efficiently, please name your artwork accordingly: Company Name_Publication (Example: ABCTools_Directory)

C. To submit, log onto fabtechmexico.com/submitart and click the Show Directory Ads button. Note: All Ads MUST be submitted via our secure FTP site only. Due to size limitations, we cannot accept print ad artwork via email.

D. Upload or drag and drop your file.

A confirmation will appear onscreen only when the file has been successfully uploaded. You will be contacted if the file does not meet specifications per your order, or is not print-ready.



Show Directory Ads

2. SUBMITTING YOUR COMPANY LOGO: Enhanced Listing (print & web)

1. To submit, log onto fabtechmexico.com/submitart

2. Click the SUBMIT LOGOS button. This will automatically allow you to email your enhanced logo as an attachment.

To ensure your file is identified and checked in efficiently, list the subject line as: Company Name_FABTECHMEX17 Logo

3. Image File Requirements:

Vector EPS files are preferred, or a 300 DPI JPEG (high resolution) for print.



Submit Logos