



# TRADESHOW ADVERTISEMENT SPECIFICATIONS

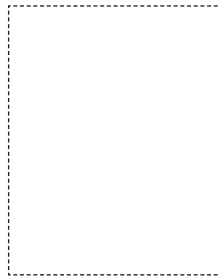
1877 N. Kolb Rd. • Tucson, AZ 85715 • 520.721.1300 • www.osercomm.com

## OCG

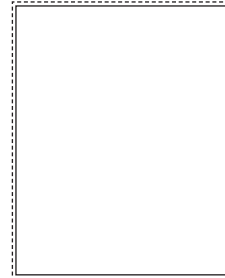
All Dimensions are Width x Height

### Tabloid Page

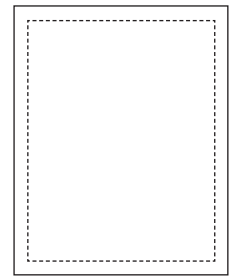
Trim Size 10.875" x 14"  
Live Area 9.875" x 13"  
with Bleed 11.125" x 14.25"



**Tabloid Trim Size:**  
10.875" x 14"



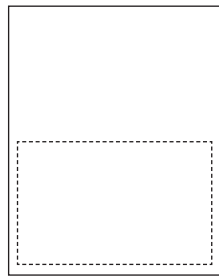
**Tabloid Bleed:**  
11.125" x 14.25"



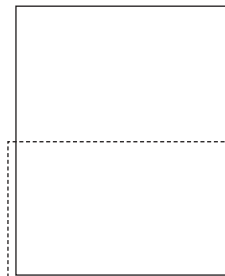
**Tabloid Live Area:**  
9.875" x 13"

### Half Page

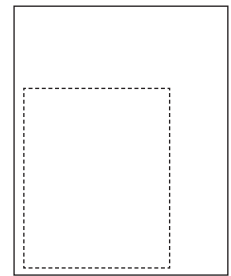
Live Area 9.875" x 6.375"  
with Bleed 11.125" x 7"



**Half Page:**  
9.875" x 6.375"



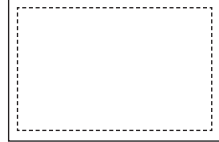
**Half Page with Bleed:**  
11.125" x 7"



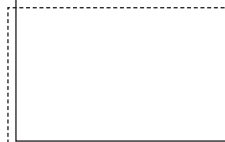
**Junior Page:**  
7.25" x 9.25"

### Junior Page

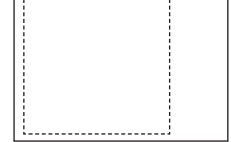
Live Area 7.25" x 9.25"  
with Bleed 7.875" x 9.875"



**Half Page:**  
9.875" x 6.375"

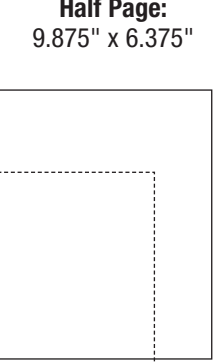


**Half Page with Bleed:**  
11.125" x 7"

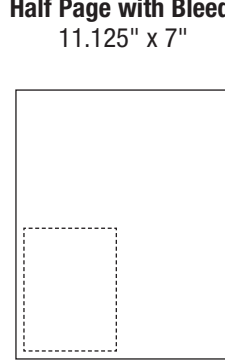


**Junior Page:**  
7.25" x 9.25"

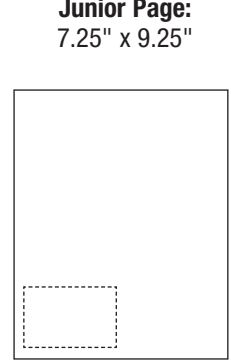
**Quarter Page** 4.75" x 6.375"



**Junior Page with Bleed:**  
7.875" x 9.875"



**Quarter Page:**  
4.75" x 6.375"



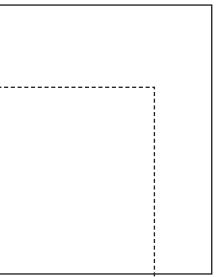
**Product Showcase:**  
4.75" X 4.125"

**Product Showcase** 4.75" x 4.125"

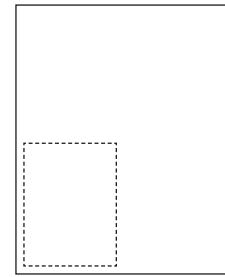
**Product Locator** 2.25" x 4.125"

### Banner Ad

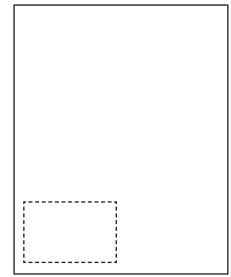
Live Area 9.875" x 2.25"  
with Bleed 11.125" x 2.875"



**Junior Page with Bleed:**  
7.875" x 9.875"

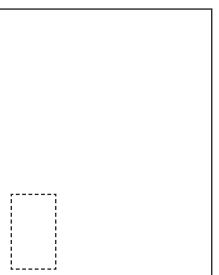


**Quarter Page:**  
4.75" x 6.375"

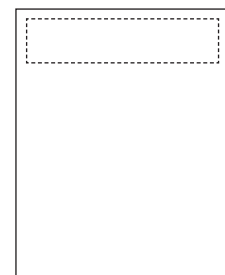


**Product Showcase:**  
4.75" X 4.125"

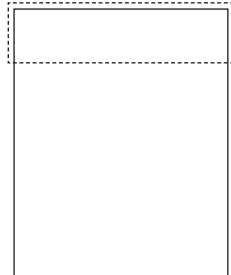
Please note—All ads that bleed to the edges must be set up with the bleed dimensions. If the ad is furnished to the trim size, your bleed may not come out as expected. Also notice the live area, as this is the area where your text, images and important information should be contained if not bleeding over the edges, to avoid being trimmed too close when finished.



**Product Locator:**  
2.25" x 4.125"



**Banner:**  
9.875" x 2.25"



**Banner with Bleed:**  
11.125" x 2.875"



OCG

# AD SUBMISSION & WAIVER FORM

1877 N. Kolb Rd. • Tucson, AZ 85715 • 520.721.1300 • [www.osercomm.com](http://www.osercomm.com)

**NOTE: Your signature is REQUIRED on this page and must be submitted if you do not send a proof.**

## Color Proofs:

In order to assure print accuracy, we require that a color proof be submitted with ALL ADVERTISEMENTS. The proof must be full-color, printed on coated photographic stock, and rendered at the appropriate size for the ad (if Oser Communications Group is to assemble the ad, we will provide you with an electronic proof).

By signing below, you acknowledge that Oser Communications Group will not be held responsible for ANY print errors if a physical printed proof is not provided. If you have any questions regarding the above, please contact our offices as soon as possible. (PLEASE PRINT BELOW)

\_\_\_\_\_  
Advertising Company

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Trade Show

\_\_\_\_\_  
Signature

## Sending Electronically:

**PREFERRED ADVERTISEMENT FORMAT IS A HIGH RESOLUTION PRESS READY .PDF or .TIF**

Files under 40 megabytes may be emailed to [ads@oser.com](mailto:ads@oser.com). We will download any files over 40 megabytes from any location on the web that we are directed to. (We prefer to use [www.wetransfer.com](http://www.wetransfer.com).) Please email the location to the above address.

## Mac Platform

*Software Supported:* Quark Xpress 7.2, Adobe Photoshop CS3, Adobe Illustrator CS3 (must use “create outlines” with fonts) and Adobe Acrobat 7.0

## PC Platform

*Software Supported:* Adobe Photoshop CS3, Adobe Illustrator CS3 (must use “create outlines” with fonts and embedded photos)

## Graphics:

All images must be in either CMYK or B&W format. We accept TIF, Adobe Photoshop, JPEG\* and high-resolution PDF formats. All images must be 300 dpi.

\*When uploading to a website or emailing JPEG formatted images, please stuff or zip. CMYK JPEGs are not intended for the internet.

## Need Design Assistance?

Should you require it, Oser Communications Group can assemble your ad for a fee of \$150. However, if you know you will require us to assemble your ad, it is essential that you notify us and provide all necessary materials as soon as possible after the ad space has been purchased. Materials required for ad assembly must be submitted **SEVEN DAYS PRIOR** to the due date listed on the advertising contract or Oser Communications Group will be unable to send you a proof of your assembled ad.