Advertising Specifications

Sponsorship Logo Requirements
Aisle Sign Sponsors, Food Court Sponsor, Badge Sponsor, Cyber Cafe Sponsor

Minimum Requirements for Logos
•300 dpi resolution at a size of 8 x 10 inches (higher resolution will result in improved final product)

Acceptable File Types (In order of preference)
•EPS and AI
•TIF

File types that cannot be used:
- GIF files
- Microsoft Office software files such as Word (.doc) or PowerPoint (.ppt) file types
- Self-extracting files, such as EXE or SEA files

Please provide logo as CMYK or PMS. If submitting a "vector" type file, include all fonts
or convert fonts to outlines or paths.

Please email your artwork to aetna@yrinc.com, send via overnight delivery on CD-ROM or DVD
(with a hard-printed proof copy) to:

Aetna Dowst
The Cooperator
205 Lexington Ave., 12th Flr.
New York, NY 10016

or post on Yale Robbins' FTP site.

Contact our Production Dept. at 212-683-5700 ext. 345 for instructions

NOTE: Submitted materials will not be returned unless otherwise specified.

Expo Program Guide Advertising Specifications

Dimensions

Full Page
Live Area: 5"x7½"
Trim Size: 5½" x 8½"
No Bleed

Half Page Horizontal
Live Area: 5"x 3¾"
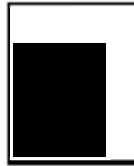No Bleed

All Ads are Black & White only. No Color.

Media
Ads may be submitted on CD-R, CD-RW, DVD-R or DVD-RW. Submitted media must be clearly labeled with issue date, advertiser name, and contact name and telephone number. Ads may be submitted electronically via FTP or Email. For instructions, please contact our Production Dept. at 212-683-5700, ext. 345.

Format
1) Hi-res PDF files made only through Acrobat Distiller 4.0 (PDF Version 1.3), no higher.
2) Native Quark files version 7.5 or lower.
3) Adobe Illustrator EPS files (version CS5 or lower).
3) Adobe InDesign files (version CS5 or lower).

Hi-res PDF distilled files must have:
• All fonts embedded.
• OPI Comments must be turned off.
• Resolution must be 300 dpi for all submitted images and files.
• All images have a max density of 260%.

Native Quark files must have:
• All supporting fonts included.
• Resolution: 300 dpi for all submitted images and files.
• All images must have a max density of 260%.

Adobe Illustrator files must have:
• Illustrator files should have all fonts converted to outline.
• Resolution: 300 dpi for all submitted images and files.
• All images must have a max density of 260%.

A proof should accompany each submitted ad and should be labeled with the publication, issue and advertiser name.

NOTE: Submitted materials will not be returned unless otherwise specified.

Advertising Specifications

Cooperator Display Advertising

Full Page
Size: 10 1/8" x 12¾"

Junior Page
Size: 7½" x 9½"

Half Page Vertical
Size: 7¼" x 3¼"
Half Page Horizontal
Size: 10 1/8" x 6¼"

Quarter Page
Size: 5"(w) x 6¼"(h)

Eighth Page Vertical
Size: 2 3/8" x 6¼"
Eighth Page Horizontal
Size: 5" x 3"

Media
Ads may be submitted on CD-R, CD-RW, DVD-R or DVD-RW. Submitted media must be clearly labeled with issue date, advertiser name, and contact name and telephone number. Ads may be submitted electronically via FTP. For instructions, please contact our Production Dept. at 212-683-5700, ext. 359.
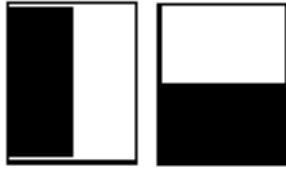
Format
1) Hi-res PDF files made only through Acrobat Distiller 4.0 (PDF Version 1.3), no higher.
2) Native Quark files version 6.5 or lower.
3) Adobe Illustrator EPS files (version 10 or lower).

Hi-res PDF distilled files must have:
• All fonts embedded.
• The color mode (i.e. CMYK) should only be CMYK or Grayscale. Never RGB or LAB. No embedded color profiles.
• All spot colors must be converted to CMYK.
• OPI Comments must be turned off.
• Resolution must be 150 dpi for all submitted images and files.

Native Quark files must have:
• All supporting fonts included.
• All illustrations and scans. The color mode must be either CMYK or grayscale, never RGB or LAB. No embedded color profiles.
• All spot colors (or PMS) must be converted to CMYK.
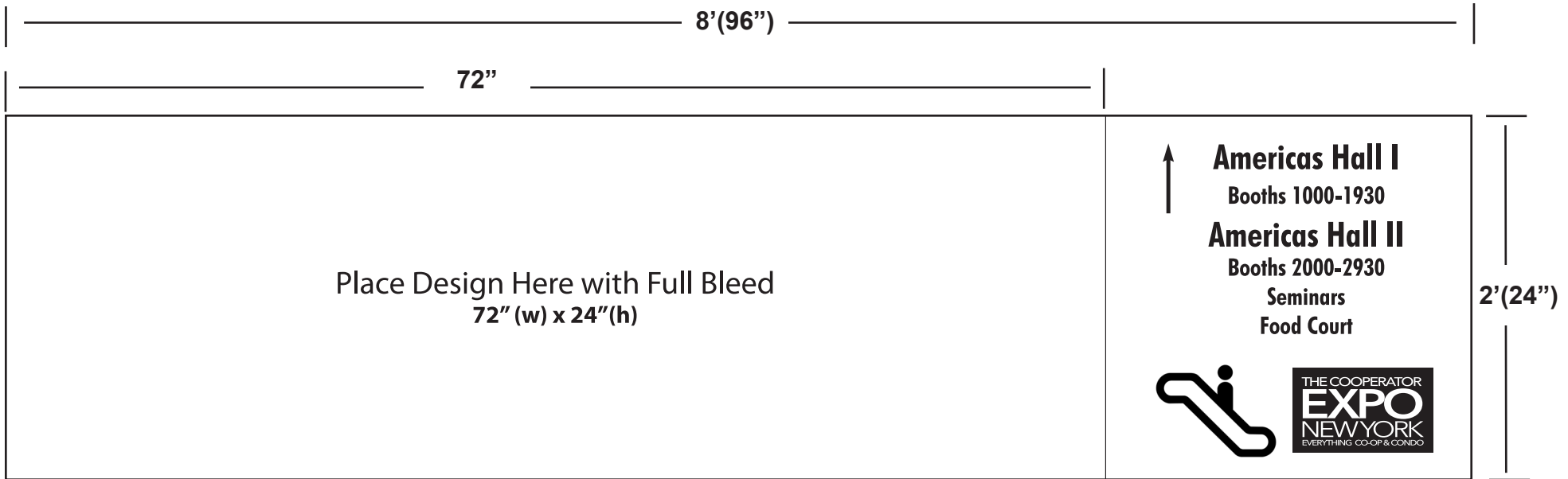• Resolution: 300 dpi for all submitted images and files.

Adobe Illustrator files must have:
• Illustrator files should have all fonts converted to outline.
• The color mode should only be CMYK or Grayscale.
• All spot colors (or PMS) must be converted to CMYK.
• Resolution: 300 dpi for all submitted images and files.
• All images must have a max density of 280%.

A proof should accompany each submitted ad and should be labeled with the publication, issue and advertiser name.

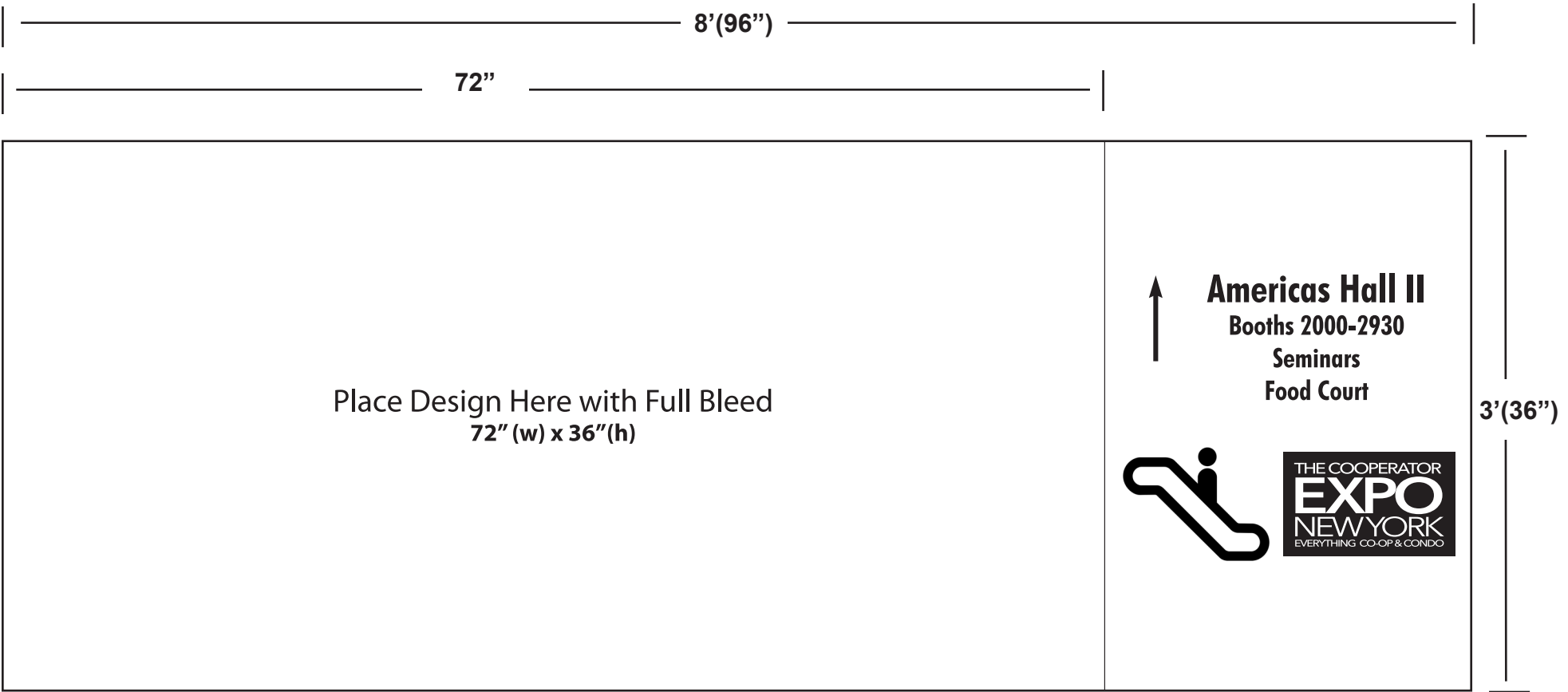NOTE: Submitted materials will not be returned unless otherwise specified.

The Cooperator Expo New York
Escalator Sign Specification for a Full Bleed Design
For Rhinelander Gallery

8'(96")

72"

2'(24")

Place Design Here with Full Bleed
72" (w) x 24"(h)

Americas Hall I
Booths 1000-1930
Americas Hall II
Booths 2000-2930
Seminars
Food Court

THE COOPERATOR
EXPO
NEW YORK
EVERYTHING CO-OP & CONDO

The design area must be within 72" (w) x 24" (h) shown above with full bleed. To guarantee a good quality print for your design, the file must be created in Adobe Illustrator or Photoshop, Corel Draw or any program that produces a High quality image. The file must be saved as either .ai or .eps as version CS3, or a .tiff with LZW image compression. All fonts needs to be converted to outline, color mode to CMYK and resolution of 300dpi.

For questions, please contact Aetna Dowst, Production Manager at 212-683-5700 ext. 345

The Cooperator Expo New York
Escalator Sign Specification for a Full Bleed Design
For America Hall I & II

8'(96")

72"

3'(36")

Place Design Here with Full Bleed
72" (w) x 36"(h)

Americas Hall II
Booths 2000-2930
Seminars
Food Court

The design area must be within 72" (w) x 36" (h) shown above with full bleed. To guarantee a good quality print for your design, the file must be created in Adobe Illustrator or Photoshop, Corel Draw or any program that produces a High quality image. The file must be saved as either .ai or .eps as version CS3, or a .tiff with LZW image compression. All fonts needs to be converted to outline, color mode to CMYK and resolution of 300dpi.

For questions, please contact Aetna Dowst, Production Manager at 212-683-5700 ext. 345