MEDTRADE
EXPO + CONFERENCE

DIRECTORY AD SPECS

PDF files to be sent as 300 dpi CMYK

FULL PAGE
Full Page Bleed 7.25" x 9.25"
Will trim 7" x 9"
Full Page Non Bleed 6.5" x 8.5"

HALF PAGE
1/2 Horizontal   6.5" x 4.5"

QUARTER PAGE
1/4 Page   3.25" x 4.5"

QUARTER PAGE SPREAD
1/4 Page Banner Spread 14.5" x 2.25"
Will trim to   14" x 2"

PRODUCT CATEGORY AD
2" X 2" high resolution JPG

LOGO STOPPER
EPS vector file of your logo