

JUNE 3-5, 2019

ILTA

2019 Sponsorship & Advertising PROGRAM

Ad & Logo Specs

**39th
ANNUAL**

**INTERNATIONAL
OPERATING
CONFERENCE &
TRADE SHOW**

HOUSTON, TEXAS

MARRIOTT MARQUIS HOUSTON
GEORGE R. BROWN CONVENTION CENTER

LOGO ARTWORK

ARTWORK IS DUE MONDAY, APRIL 1, 2019

Please note: Only one company logo per sponsorship.

PREFERRED LOGO FORMAT:

Logos created as vector artwork in Adobe Illustrator with all fonts outlined.

Save file as **.AI** or **.EPS** or **.PDF** in Adobe Illustrator CC 2018 or earlier.

- Vector logos are drawn/created in Adobe Illustrator CC.
- "All fonts outlined" means no fonts should be needed to view file. Use **Create Outlines** under the **Type** menu in Adobe Illustrator.
- RGB/CMYK inks only. No spot colors accepted.
- RGB will be converted to CMYK for print materials.

ALSO ACCEPTED: Raster image files saved as high resolution/300dpi JPG with a minimum width of 6".

Logos for sponsorship opportunities **that include a specialty item (bag, bottle, lanyard etc.)** MUST be supplied:

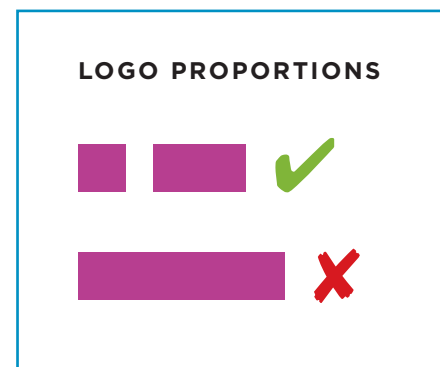
- > as vector format EPS or PDF file
- > with PMS (Pantone Matching System) spot colors identified

IMPORTANT:

If your company has an extremely long, horizontal logo, you may wish to submit a "stacked" or more vertical version so it fits better in the allotted space.

(Space varies depending on exact usage in both print and digital but tends to work best with 1:1 – 3:1 instead of 5:1 proportions or longer.)

All efforts will be made to maximize logo size within the existing logo space.



Updated 010219

Email all artwork to mdezemler@ilta.org

AD ARTWORK

ARTWORK IS DUE MONDAY, APRIL 1, 2019

SHOW GUIDE ADS

Trim size (page size) of Show Guide is 8.5" x 11"

Ads must be saved as a 300dpi, CMYK PDFx1a file, with all fonts embedded.

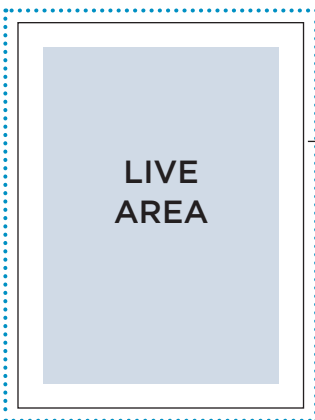
- You **MUST ADD BLEED** to your file if you are supplying a full-page bleed ad (see diagram below).
- You **MUST STAY WITHIN THE LIVE AREA** on a full-page bleed ad (see diagram below).
- Only single page ads accepted. No two-page spread or consecutive page positions accepted.
- No native application files (i.e., Adobe InDesign or Illustrator, Microsoft Word, etc.) will be accepted.
- All colors to be specified as CMYK/process inks only. No spot colors accepted.
- Only digital, Press Quality/High Resolution (300 dpi), CMYK images/photos should be used in ads.
- Raster image files saved as high resolution/300dpi JPG at 100% of actual ad size are also accepted.

Full-page Ad:

- **NON-BLEED AD** — 7" x 10" (floats in center of page with white border)
- **BLEED AD** — trim size (8.5" x 11") + .125" (1/8") added to all four sides = 8.75" x 11.25"

BLEED AD LIVE AREA:

Place all copy (logos, URLs, phone numbers, etc.) at least .5" (1/2") from trim so it does not get cut off during the bindery process.



TRIM
8.5" x 11"

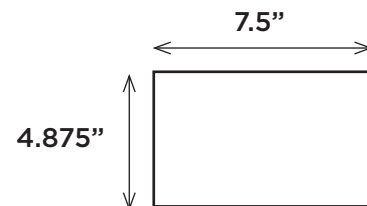
BLEED
8.75" x 11.25"
Artwork extends
.125" past trim
on all four sides



Photographs, illustrations and decorative elements should extend to the BLEED size on a full bleed ad. Copy, logos, phone numbers, web addresses, etc. should stay within the LIVE AREA.

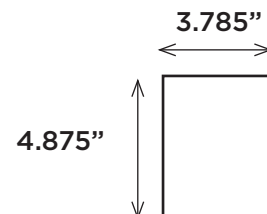
Half-page, Horizontal Ad:

- Non-Bleed Ad Only — 7.5" x 4.875"
- Horizontal (landscape) Format Only
– *No vertical 1/2 page ads will be accepted.*



Quarter-page, Vertical Ad:

- Non-Bleed Ad Only — 3.785" x 4.875"
- Vertical (portrait) Format Only
– *No horizontal 1/4 page ads will be accepted.*



Updated 010219

Email all artwork to mdezemler@ilta.org

AD ARTWORK

ARTWORK IS DUE MONDAY, APRIL 1, 2019

GOLF PROGRAM ADS

Trim size (page size) of Golf Program is 5.5" x 8.5"

Ads must be saved as a 300dpi, CMYK PDFx1a file, with all fonts embedded.

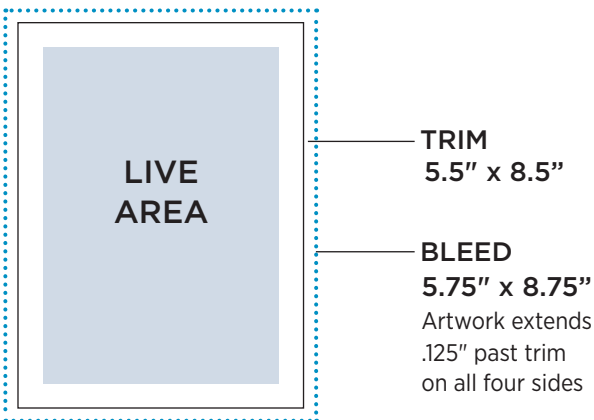
- You **MUST ADD BLEED** to your file if you are supplying a full-page bleed ad (see diagram below).
- You **MUST STAY WITHIN THE LIVE AREA** on a full-page bleed ad (see diagram below).
- Only single page ads accepted. No two-page spread or consecutive page positions accepted.
- No native application files (i.e., Adobe InDesign or Illustrator, Microsoft Word, etc.) will be accepted.
- All colors to be specified as CMYK/process inks only. No spot colors accepted.
- Only digital, Press Quality/High Resolution (300 dpi), CMYK images/photos should be used in ads.
- Raster image files saved as high resolution/300dpi JPG at 100% of actual ad size are also accepted.

Full-page Ad:

- **NON-BLEED AD** — 4.75" x 7.75" (floats in center of page with white border)
- **BLEED AD** — trim size (5.5" x 8.5") + .125" (1/8") added to all four sides = 5.75" x 8.75"

BLEED AD LIVE AREA:

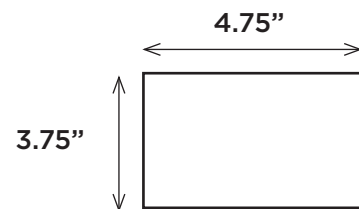
Place all copy (logos, URLs, phone numbers, etc.) at least .375" (3/8") from trim so it does not get cut off during the bindery process.



Photographs, illustrations and decorative elements should extend to the BLEED size on a full bleed ad. Copy, logos, phone numbers, web addresses, etc. should stay within the LIVE AREA.

Half-page, Horizontal Ad:

- Non-Bleed Ad Only — 4.75" x 3.75"
- Horizontal (landscape) Format Only
- **No vertical 1/2 page ads will be accepted.**



Updated 010219

Email all artwork to mdezemler@ilta.org

AD ARTWORK

ARTWORK IS DUE MONDAY, APRIL 1, 2019

CONFERENCE PROGRAM ADS

Trim size (page size) of Show Guide is 8.5" x 11"

Ads must be saved as a 300dpi, CMYK PDFx1a file, with all fonts embedded.

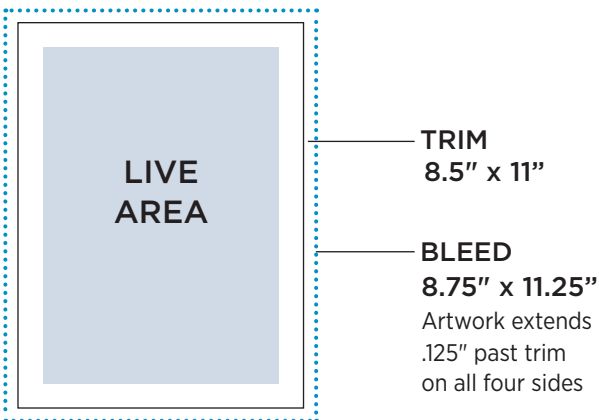
- You **MUST ADD BLEED** to your file if you are supplying a full-page bleed ad (see diagram below).
- You **MUST STAY WITHIN THE LIVE AREA** on a full-page bleed ad (see diagram below).
- Only single page ads accepted. No two-page spread or consecutive page positions accepted.
- No native application files (i.e., Adobe InDesign or Illustrator, Microsoft Word, etc.) will be accepted.
- All colors to be specified as CMYK/process inks only. No spot colors accepted.
- Only digital, Press Quality/High Resolution (300 dpi), CMYK images/photos should be used in ads.
- Raster image files saved as high resolution/300dpi JPG at 100% of actual ad size are also accepted.

Full-page Ad:

- **NON-BLEED AD** — 7" x 10" (floats in center of page with white border)
- **BLEED AD** — trim size (8.5" x 11") + .125" (1/8") added to all four sides = 8.75" x 11.25"

BLEED AD LIVE AREA:

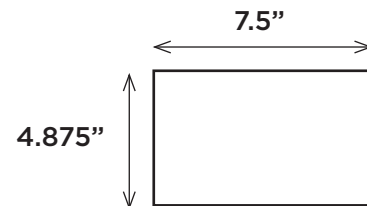
Place all copy (logos, URLs, phone numbers, etc.) at least .5" (1/2") from trim so it does not get cut off during the bindery process.



Photographs, illustrations and decorative elements should extend to the BLEED size on a full bleed ad. Copy, logos, phone numbers, web addresses, etc. should stay within the LIVE AREA.

Half-page, Horizontal Ad:

- Non-Bleed Ad Only — 7.5" x 4.875"
- Horizontal (landscape) Format Only
- *No vertical 1/2 page ads will be accepted.*



Updated 010219

Email all artwork to mdezemler@ilta.org

Questions?

Please contact Meredith DeZemler
at 703-875-2011 or mdezemler@ilta.org.

INTERNATIONAL LIQUID TERMINALS ASSOCIATION

WWW.ILTA.ORG