

# IECSC New York 2012 SHOW DIRECTORY

**AD CLOSE:** March 12, 2012

**MATERIALS DUE:** March 19, 2012

## Advertising Specifications

Ad Size	Width	Height
1/2 page horizontal	6.375"	4.5"
1/2 page horizontal bleed	7.625"	4.625"
1/2 page vertical	3.1875"	9.25"
1/2 page vertical bleed	3.8125"	10.25"
full page	6.375"	9.25"
full page bleed	7.625"	10.25"

**Directory Trim Size:** 7.375" x 10"

**Note:** Live matter must be held .25" inside trim.

### Digital Data is required for all ad submissions.

Preferred format is PDF/X-1. Acceptable formats include PDF. Files should be press optimized, converted to CMYK, and have all fonts embedded. IECSC NY will be relieved of all responsibility for any form of compensation if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats. For detailed instructions of preferred formats, contact the production manager.

To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No makegoods will be issued on ads run without a SWOP proof.

### Send Materials to:

Catherine Marchese  
IECSC NY Show Directory  
Questex Media  
757 Third Avenue, 5th Floor  
New York, NY 10017

cmarchese@questex.com

p: 212.895.8233

### FTP site:

Host: ftp.questex.com

User ID: ftpquestex

Password: acc3ss.

Please place ad in the IECSC New York12 folder and send an email to [cmarchese@questex.com](mailto:cmarchese@questex.com) when the file is uploaded.



The cover of the 2012 show directory features a central graphic of a pink plumeria flower with a yellow center, set against a background of New York City skyscrapers and the Statue of Liberty. The text on the cover includes: "celebrating 10 years" at the top; "INTERNATIONAL ESTHETICS, COSMETICS & SPA CONFERENCE" in a stylized font; "NEW YORK" in large pink letters; "APRIL 22-24 • 2012" in pink; "JAVITS CONVENTION CENTER NEW YORK CITY" in black; "iecsc.com" in a yellow pill-shaped box; "PRESENTED BY" in small black letters; "american spa" in a grey serif font; and "THE Spa Show" in large pink letters. At the bottom, a pink banner contains the text "2012 show directory" in white.

*celebrating 10 years*

INTERNATIONAL  
**ESTHETICS, COSMETICS & SPA**  
CONFERENCE

# NEW YORK

**APRIL 22-24 • 2012**

JAVITS CONVENTION CENTER  
NEW YORK CITY

iecsc.com

PRESENTED BY

american spa