

INTERNATIONAL
ESTHETICS, COSMETICS & SPA
CONFERENCE

NEW YORK
MARCH 4-6, 2018

JAVITS CONVENTION CENTER • NEW YORK CITY



Advertise in the IECSC New York **SHOW PREVIEW**

Reach more than 125,000 Spa Professionals!

Get ahead of the competition by placing an ad in the Show Preview. Thousands of spa professionals rely on the IECSC New York Show Preview to get a sneak peek on the latest products, companies and education being showcased at IECSC New York.

MASSIVE DISTRIBUTION:

Over 95,000 Show Previews will direct mail to prospects, past attendees and our spa professional-only databases.

Over 30,000 Show Previews will mail with the February issue of *American Spa* magazine — reaching the top Spa Owners, Directors and Managers in the country.

DEADLINES

AD CLOSE: OCTOBER 27, 2017

MATERIALS DUE: NOVEMBER 3, 2017

PRESENTED BY

american spa

CO-LOCATES WITH

IBSnewyork
INTERNATIONAL BEAUTY SHOW

Contact a sales representative to reserve your space today...

KATHY GRUTTADURIA
SHOW DIRECTOR
203.736.1699
kgruttaduria@questex.com

MAURA IGOE
Exhibitors A-D, N
203.945.2095
migo@questex.com

LIZ HITCHCOCK
Exhibitors E-M, O, Q
212.895.8256
lhitchcock@questex.com

LYNNE BOCCUZZI
Exhibitors P, R-Z
203.652.0516
lbocuzzi@questex.com

BRIANA URQUIJO
Sales Associate
212.895.8285
burquijo@questex.com

IECSC New York 2018 Preview Advertising Specs

AD CLOSE: October 27, 2017

MATERIALS DUE: November 3, 2017

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"

Preview 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.



AD SUBMISSION INSTRUCTIONS:

IMPORTANT! Your ad should be submitted with your company name as part of the file name.

(Example: company_name_iecscny18_preview.pdf)

1. Go to www.iecsc.com/adupload
2. Click "IECSC New York 2018 Show Preview Ad"
3. On the following webpage, click "Choose File" to select your ad.
4. Enter your contact information.
5. Click "Upload" to submit your ad.

Questions?

Email questions to: abutcher@questex.com

PRESENTED BY

american spa