



NORTH AMERICA'S LARGEST METAL FORMING, FABRICATING, WELDING AND FINISHING EVENT



2022 ARTWORK GUIDELINES for Submitting Print & Web Ads

These guidelines provide specifications on how to submit the artwork needed to fulfill your advertising order. Ad material sizes and deadlines for print and/or web ads can also be found in the **FABTECH Advertising Brochure** (online at fabtechexpo.com/advertising).

If you have questions about submitting artwork or accessing the Exhibitor Dashboard, please contact:
Jan Ford | janf@mfafabtech.com | 800-432-2832 Ext. 272

1 FABTECH Branding (show logo & name usage)

A. Use of the show name in text:

If the FABTECH show name is used in text, it should be in ALL CAPS with registered trademark.

Yes: FABTECH® No: Fabtech

B. Use of the FABTECH logo:

If using the FABTECH logo in your ads, videos, or other promotional materials, please follow the examples and download instructions below.

- Go to fabtechexpo.com/current-exhibitors.
- Scroll down to **Promote Your Exhibit** ▶ **FABTECH Show Logos** ▶ **Get Logos**
- Choose the **standard gray and black logo** or the **white** logo for either print or web.
(Print logo = EPS / Web logo = PNG)

Follow these logo guidelines:



Give the logo some free space.



Keep the size at least .25" tall.



Use the white logo when placed on a dark background.

Do not do the following:



Do not add drop shadow.



Do not place the grey/black logo on a dark background.



Do not change logo color(s).



Do not change proportion.



Do not rotate.



Do not outline logo.

2 PRINT ADVERTISING SPECIFICATIONS

A. ALL ARTWORK MUST BE HIGH-QUALITY PDFS FOR PRINT

- Submitted PDFs need to be print quality or at least 300 dpi, and CMYK color space.
- Run a "preflight check" if possible to eliminate any printing errors (we also do this when checking in your ad).

B. NAME YOUR FILE

- Please use a simple, clear name for your ad. Preferred format: Company Name_Publication_Size.pdf

Examples: **ABC Robots_Directory_FullPage.pdf**
ABC Robots_ShowDaily1_Tabloid.pdf

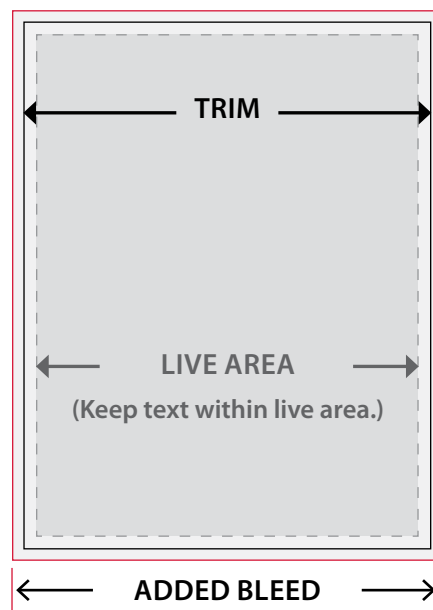
- Do not name your ad "FABTECH ad.pdf"**. We receive 100s of ads, so a clear name helps for proper placement.

C. SIZING YOUR AD

- ALL FULL PAGE ads require a **minimum .125" bleed**.
- Please see examples of trim, live area, and bleed on right. It's best to keep important information *within the live area*.

D. SEE AD SIZES BELOW AND NEXT PAGE (in order by publication due date)

Example of TRIM, BLEED, and LIVE AREA sizes



EVENT PREVIEW Artwork due by **June 17, 2022**



Full Page:

Trim: 6" W x 9.75" H
 Live: 5.5" W x 9.25" H
 Bleed: 6.25" W x 10" H

1/2 Horizontal:

5.5" W x 4.5" H (no bleed)

NEW PRODUCT PREVIEW Artwork due by **August 12, 2022**



Full Page:

Trim: 9" W x 10.875" H
 Live: 7.875" W x 9.875" H
 Bleed: 9.25" W x 11.125" H

1/2 Horizontal:

7.75" W x 4.875" H (no bleed)

1/2 Vertical:

5.75" W x 7" H (no bleed)

PRE-SHOW MAILER Artwork due by **August 26, 2022**



Business Card Size:

3.4" W x 1.5" H

Exclusive back Cover:

Trim: 8.5" W x 5.5" H
 Bleed: 8.75" W x 5.75" H

Continued on next page.

SHOW DIRECTORY

Artwork due by **September 9, 2022**



Full Page:

Trim: 8.25" W x 10.75" H
Live Area: 7.75" W x 10.375" H
Bleed: 8.5" W x 11" H

2/3 Page:

4.625" W x 10" H (no bleed)

1/2 Horizontal:

7" W x 4.875" H (no bleed)

1/2 Vertical:

4.625" W x 7.25" H (no bleed)

1/3 Horizontal:

4.625" W x 4.875" H (no bleed)

1/3 Vertical:

2.1875" W x 10" H (no bleed)

1/4 Page:

3.375" W x 4.875" H (no bleed)

SHOW DAILY

Artwork due by **September 9, 2022**



Tabloid:

Trim: 10.5" W x 13.625" H
Bleed: 10.75" W x 13.875" H

Standard:

7.125" W x 10.125" H (no bleed)

1/2 Horizontal:

7" W x 4.875" H (no bleed)

1/2 Vertical:

4.625" W x 7.25" H (no bleed)

1/4 Page:

3.375" W x 4.875" (no bleed)

FLOOR DECAL

Artwork due by **September 9, 2022**



Trim: 6' x 3' (72" x 36")
Bleed: 74" x 38"

3 YOUR COMPANY LOGO: Enhanced Listing (print & web, only included with Enhanced Listing purchase)

- To submit, log onto fabtechexpo.com/submitart
- Click the **SUBMIT LOGOS** button. This will automatically allow you to email your enhanced logo as an attachment.
- To ensure your file is identified and checked in efficiently, list the subject line as: Company Name_FABTECH2022 Logo
- **Image File Requirements:** *Vectored EPS files are preferred, or a 300 DPI JPEG (high resolution) for print.*

Logos are due as soon as possible for the most exposure in the online directory, and **MUST** be received by **September 9, 2022** in order to appear in the printed show directory.

4 WEB ADS

- To submit, log onto fabtechexpo.com/submitart
- Click the **SUBMIT WEB BANNERS** button. This will automatically allow you to email your web banner ad as an attachment.
- To ensure your file is identified and checked in efficiently, list the subject line as: Company Name_FABTECH2021 Web Banner
- Name your banner ad with company name ad type. See examples and file specifications below:

A. Exhibitor Search	B. Registration Page	C. Show Floor Plan
<p>Example: ABCTools_ES Banner Ad_120x240</p> <p>Maximum image dimensions: 120 W x 240 H pixels</p> <p>File Type: GIF or JPEG format</p>	<p>Example: ABCTools_RegPage Ad</p> <p>Maximum image dimensions: 355 W x 90 H pixels.</p> <p>File Type: GIF or JPEG format</p>	<p>Example: ABCTools_FP Banner Ad_205x60</p> <p>Maximum image dimensions: 205 W x 60 H pixels</p> <p>File Type: GIF or JPEG format</p>

Banner ads due ASAP to maximize online exposure.

5 VIDEO: Enhanced Listing (web)

Access and login to the Exhibitor Dashboard:
fabtechexpo.com/exhibitor-dashboard

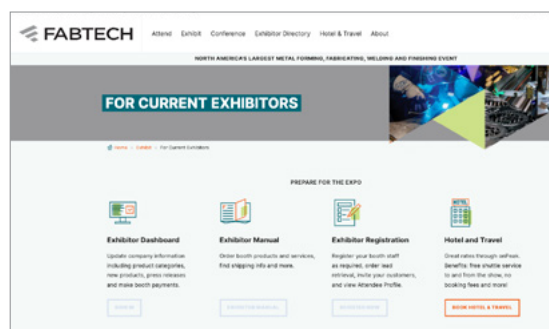
Click on the **MANAGE VIDEO** link to upload video

Video Media Time Limit: 2 minutes

Resolution: 320 x 240 pixels

Valid Multimedia formats: FLV, WMV, MOV, AVI, MP4, and MPEG

Files max size: 5 MB



6 EDITORIAL*: Show Daily

Submit a Microsoft Word document, maximum of 500 words, to kellyc@mfafabtech.com.

Include one 300 DPI (high resolution) image as an email attachment, to be used if space allows.

**Only available to advertisers who place a 1/2 page or larger ad in the Show Daily.*