

# EXPO EXHIBITOR INFORMATION

## AD SPECIFICATIONS

### CORPORATE LOGO

Acceptable formats: Adobe Illustrator 10.0+, EPS, all fonts changed to art (preferred format); EPS or TIF, 300 dpi, all fonts changed to art. Logos for the mobile app must be in PNG format. **Logos embedded in Microsoft Word or PowerPoint documents will not be accepted.**

### PARALYZED VETERANS OF AMERICA'S FTP SITE

All ad submissions are required to be sent to our FTP site. Instructions to access the site are listed below:

1. Verify the following are included: Company logo (EPS format preferred for print; PNG for mobile app).
2. Create a folder with your company/organization name with no spaces in name (use underscores for spaces).
3. Place files from Step 1 inside the folder. If only a logo is being transmitted, a folder is not needed.
4. Compress the folder (using Winzip, Stuffit, or similar software). **Note:** If you do not have such software, a trial version can be downloaded at:  
**<http://atl.img.digitalriver.com/v2.0-img/operations/smicro/427076/condensed4.html>**
5. Resulting file will have the folder name plus .zip or .sit extension.
6. Open a browser window and in the address bar, type: <https://wx2.brickftp.com/sessions/new>.
7. Log in as either "summit-sponsor" or "summit-exhibitor" with the password "pvasponsor2019" or with "pvaexhibitor2019" respectively (omitting quotation marks).
8. Click the folder "Summit Sponsor-Exhibitors."
9. Click "Upload Files" in the top left corner.
10. Browse to find and select your zipped file.
11. Click "Begin Upload."

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### PROGRAM AD

All ads should be created as four-color process and should include color proof sent via our FTP site.

- Full-page vertical ad, page trim size is 8.5”w x 11”h; allow additional .25” for ad that bleeds, without bleed ad is 7”w x 10”h.
- Half-page horizontal ad, ad size 7”w x 5”h, no bleeds.
- Quarter page vertical ad, ad size 3.5”w x 4.75”h, no bleeds.

### MOBILE APP GRAPHICS

All images should be created as a PNG file in each size required and should be sent via our FTP site. Keeping to these dimensions will enhance the image quality across different devices, ensuring no graphic looks pixelated, squashed, or stretched out.

### EVENT BANNER AD

**Mobile Banner:** 640 x 150 pixels

**Tablet/Online Banner:** 552 x 150 pixels

### AD SUBMISSION

- **Acceptable Electronic Files:** PDF (300 dpi). No other file applications will be accepted. **Ads created in Microsoft Word, Publisher, or PowerPoint will not be accepted.**
- **Fonts:** Supply all screen and printer fonts. Do not use Truetype or Multiple Master fonts.
- **Graphics:** All supporting graphics must be supplied. These must be EPS or TIFF files at 300 dpi resolution. All embedded graphics should be supplied separately in case the printer needs to edit files for output. Files placed in Illustrator must be EPS or TIFF files (no placed JPEG files). **All fonts in graphics should be converted to outlines to ensure no font problems.**

**ALL ADS ARE DUE NO LATER THAN JUNE 14, 2019.**

**For more information on art specifications,  
please contact:**

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**For any questions or concerns about the  
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