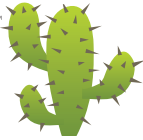




GEMFAIR™
TUCSON
2012



JANUARY 31 – FEBRUARY 5, 2012

2012 AGTA GEMFAIR™ TUCSON OFFICIAL SHOW DIRECTORY ARTWORK SPECIFICATION

The following specifications are required for any artwork used in advertisements for the 2012 AGTA GemFair™ Tucson Official Show Directory. The Advertiser is required to furnish appropriate electronic files. See specifications below. A digital ad (on CD disk) is preferred. Files that are not submitted correctly and need to be corrected will incur an additional fee of \$150/hour.

PREFERRED FORMAT: HIGH-RES X-1a PDF

The Publisher is not responsible for files submitted that do not exactly match the specifications below. If you have any questions, please contact us before submitting a job.

High-res X-1a PDF files with all printer marks are preferred. All photos must be at least 300dpi resolution. Line art must be at least 1200dpi resolution. All fonts used must be embedded. DO NOT "Optimize for Web View." Any ads sent created "Optimized for Web View" run the risk of being rejected or not outputting correctly.

All support files and fonts must be included on disk along with high-res X1-a PDF. Other file types may or may not be output. Supporting elements include, but are not limited to, fonts (screen, printer and embedded graphic fonts), placed graphics, logos and high resolution scans. Please provide an accurate color proof of the finished ad along with digital files.

Output Programs: All files are output in Macintosh platform Adobe InDesign CS3, CMYK format only.

ABOUT SUPPORT FILES

Supported Applications: Adobe InDesignCS3 and older, Adobe Illustrator CS3 and older, and Adobe Photoshop CS3 and older. We cannot accept postscript files.

PC Files: The Publisher does not recommend using IBM compatible PCs for design work. If photo files are submitted in any PC format, they must be saved as TIFFs.

Photoshop Files: Support files created in Photoshop must be submitted in TIFF or EPS format only, without LZW or JPEG compression. Native Photoshop files are not acceptable. Files should always be converted to gray scale or CMYK at the desired print size (RGB files will not print correctly). All photos must be at least 300dpi resolution. Line art must be at least 1200dpi resolution. The Publisher is not responsible for shifts in color from RGB to CMYK.

Fonts: Missing fonts are the source of most file problems.

All screen and printer fonts should be included on disk with job. Avoid using "Truetype" fonts.

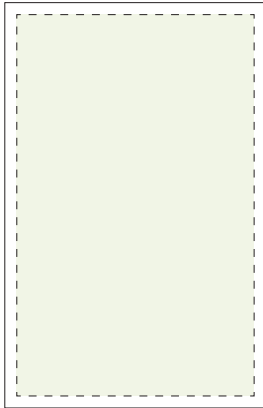
The Publisher is not responsible for file output with missing fonts.

Acceptable Media: CD-Rom (recommended) Label disks.

If a compression program is used, file must be self-extractable or compression program provided. Always provide the Publisher with a proof.

Helping You Get Your Ad Produced: If assistance is needed with your ad, the Publisher will charge for the necessary production services. These additional charges include, but are not limited to, typographic assistance, illustrations, mechanical screening of process colors to match PMS colors, color proofs, photo retouching and digital manipulation of scanned images. The Publisher will charge \$150/hour and can provide an estimated time on an individual basis.

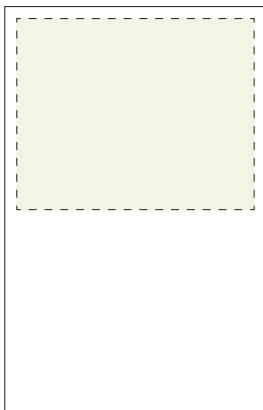
Deadline:
ALL Ad Materials are due: November 18, 2011



Full Page

Ad Size: 5" X 8"

Binding: Perfect



Half Page

Ad Size: 5" X 3.9065"

Binding: Perfect

Please ship ads to:

AGTA

Attn: Show Directory

3030 LBJ Freeway, Ste. 840

Dallas, TX 75234

800-972-1162/214-742-4367