



2022 EVENT GUIDE ADVERTISING SUBMISSION AND GUIDELINES

Capture attendees' attention, drive traffic to your booth, feature a product or service, and build your company's brand with a print ad in the official #isnaesna22 Event Guide!

Handed to all attendees, the printed Event Guide includes everything they need to navigate the 2022 event. With a comprehensive exhibitor listing, detailed expo hall map, and eye-catching partner and activity spotlights, it is one of the first things attendees receive and use to build their onsite experience.

Prices and Material Specifications

TYPE OF AD	PRICING	AD SIZE	LIVE AREA	FINAL BLEED SIZE
Full Page Inside Front Cover	SOLD	8.5" x 11"	8" x 10.5"	8.75" x 11.25"
Full Page Inside Back Cover	Exclusive! \$2,500	8.5" x 11"	8" x 10.5"	8.75" x 11.25"
Full Page Back Cover	Exclusive! \$3,000	8.5" x 11"	8" x 10.5"	8.75" x 11.25"
Full Page	\$2,500	8.5" x 11"	8" x 10.5"	8.75" x 11.25"
Half Page Horizontal	\$1,500	7.5" x 4.875"	-	-
Quarter Page Vertical	\$1,000	3.5" x 4.875"	-	-

ACCEPTABLE FILE FORMATS			
PDF	JPG	PNG	AI

Specs

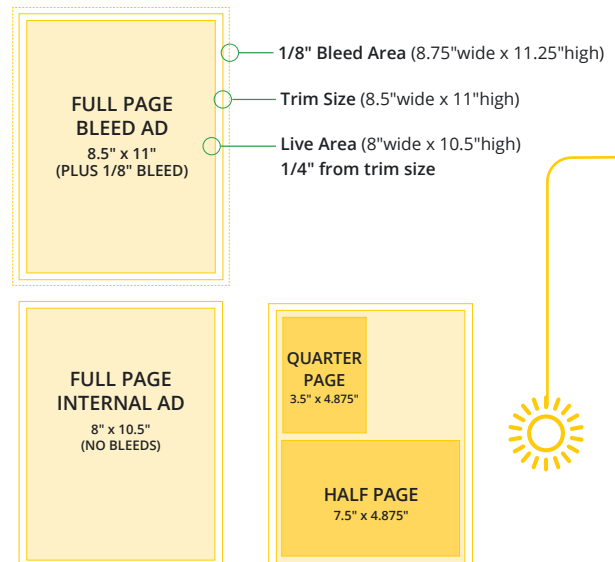
The event guide is based on an 8.5 x 11 trim size. Please create your document to the exact size it will print.

Full-page bleed ads must extend a minimum of 1/8" beyond the final trim. Please allow a 1/4" margin from the trim for text and images for the LIVE AREA.

Fonts must be embedded or converted to outlines.

Color

The ads are designed using CMYK color format. Ads should be designed and saved at 100% size, CMYK color profile at 300 dpi. We cannot guarantee color consistency for files that must be converted from Index, LAB or RGB to CMYK.



To secure your ad or for any questions, contact your dedicated account executive:

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