



Ad Production Requirements and Specifications

Missouri Meetings & Events is pleased that you have chosen to advertise in our publication. We want your company to be represented in the best way possible. Therefore, we have included a list of specifications for you to follow when submitting your ad.

Resolution

All images must be high resolution (at least **300 dpi**).

Format

All images must be submitted as **PDF**. If you are submitting your ad on a CD or DVD, please include all working files.

Mode

All images submitted must be in **CMYK** mode (also known as Print mode).

Media

All materials should be submitted by FTP, E-mail or US Mail (only CD's and DVD's will be accepted).

Proofs

A printed proof of your ad, showing the content and color that you desire, must be submitted by US Mail. Color critical ads **MUST** be accompanied by a **SWOP STANDARD PROOF**.

Logos

As an advertiser, you receive the added benefit of having your logo or photo appear by your listing in our online resource guide. When you send your ad materials, please be sure to send your logo or photo as well. PDF and JPG files with a resolution of at least 300 dpi will be accepted for logos or photos.

Size	Width	Height
Full Page (NO BLEED)	7"	10"
Full Page *(BLEED)	8 ¼"	11"
½ Page Horiz.	7"	4 ⅞"
½ Page Island	4 ⅝"	7 ½"
⅓ Page Square	4 ⅝"	4 ⅞"
⅓ Page Vertical	2 ¼"	10"
¼ Page Vertical	3 ⅜"	4 ⅞"
⅓ Page Vertical	2 ¼"	4 ⅞"
⅓ Page Horiz.	4 ⅝"	2 ⅜"
⅓ Page Vertical	2 ¼"	3 ¼"

* Keep all live matter ¼" away from the edge
The trim size of the magazine is 8" x 10.75"

Please send materials to:

Missouri Meetings & Events
Attention: Ad Production
6590 Scanlan Avenue
St. Louis, MO 63139

For questions regarding ad specifications, please contact:

Patti Curran
Graphic Designer/Associate Editor
p: 314.781.8880 ext. 102
f: 314.781.8848
e-mail: pcurran@pc40.com