



## SHOW PROGRAM INSERTION ORDER

### MARCH 13-17, 2019, Seaport World Trade Center, Boston

| Rates           |        | Mechanical Requirements |                     | Insertion Information  |              |
|-----------------|--------|-------------------------|---------------------|--|--------------|
| 2-Pg Spread 4/C | \$1600 | 2-Pg spread bleed       | 11 1/4" x 8 3/4"    | Closing Date:  | FEB 8, 2019  |
|                 |        | 2-Pg spread non-bleed   | 10 1/4" x 7 3/4"    | Material Deadline:   | FEB 12, 2019 |
| Cover 4/C       | \$1250 | Full Page bleed         | 5 3/4" x 8 3/4"     | Ad Size: _____<br>Rate: _____<br>Agency Discount: _____<br>Total Charge: _____ |              |
| Full Page 4/C   | \$950  | Full Page non-bleed     | 4 5/8" x 7 3/4"     |  |              |
| Half Page 4/C   | \$650  | Half Page horizontal    | 4 5/8" x 3 3/4"     |  |              |
| Business Card   | \$400  | Business Card           | 3 1/2" x 2"         |  |              |
|                 |        | Page bleeds             | 1/8" on all 4 sides |  |              |
|                 |        | Live material           | 3/8" from trim      |  |              |
|                 |        | Trim size               | 5 1/2" x 8 1/2"     |  |              |

**Preferred files are press-ready PDFs. PDF/X-1a Guidelines:**

(Native files — Quark, InDesign, Illustrator — are also accepted, as long as all support files are included — fonts and linked images)

- Use correct page size, 5 1/2" x 8 1/2"
- Cropmarks with 1/8" bleed
- Text/logos should have at least .25" clearance from trim
- All fonts are active (pay attention to fonts used in EPS files)
- Both screen and printer fonts are available
- Fonts are not menu styled
- All images are linked and updated
- Images are either grayscale or CMYK
- Photo effective resolution is 300 dpi (plus or minus 20%)
- Line art effective resolution is between 1200 and 2400 dpi
- Scans and illustrations are either TIFF or EPS
- Created color is CMYK (not "spot color" checked)

**INFORMATION BELOW MUST BE FILLED OUT COMPLETELY AND RETURNED TO PARAGON GROUP BY MAIL OR FAX**

|   |                |              |
|---|----------------|--------------|
| <b>Advertiser</b>   | <b>Contact</b> |              |
| <b>Address</b>  |                |              |
| <b>City, State, Zip</b>                                       |                |              |
| <b>Email</b>  | <b>Phone #</b> | <b>Fax #</b> |
| <b>Agency</b>   | <b>Contact</b> |              |
| <b>Address</b>  |                |              |
| <b>City, State, Zip</b>                                       |                |              |
| <b>Email</b>  | <b>Phone #</b> | <b>Fax #</b> |
| <b>Bill to: ( ) Advertiser ( ) Agency ( ) Other (specify)</b> |                |              |

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*Title* *Signature* *Date*

**Please send order form and ad to Megan Berridge**  
**Fax: 781-453-0407 or e-mail: mberridge@paragonexpo.com**  
**Questions? Call Megan at 781-343-1562**