

# Ad Guidelines

## DIGITAL

Acceptable File Formats: JPG, PNG or GIF. All images saved at 72dpi.

WEBSITE

### Leader Board



Width: 1000px Height:150px

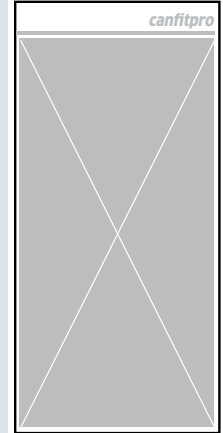
E-NEWSLETTER

### Leader Board



Width: 600px Height: 90px

### Promotional e-Blast



Width: 600px Height: 1200px

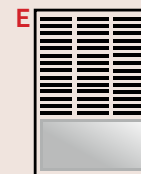
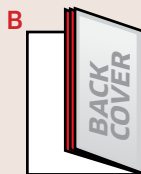
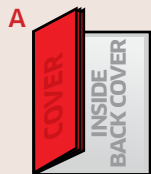
## PRINT

Acceptable File Formats: EPS, TIFF or PDF. All images saved with CMYK, 300dpi and 0.25in bleed

BROCHURES

world fitness expo Brochure Ads		Width	Height
<b>A/B/C</b>	Full Page*	8.125"	10.875"
<b>D</b>	1/2 Page Horizontal	7.5"	5"
<b>E</b>	1/3 Page Horizontal	7"	3.5"
<b>F</b>	Coupon	3.5"	2.5"

\*Please add 0.25" trim allowance left/right and top/bottom.



PROFESSIONAL BROCHURE ONLY



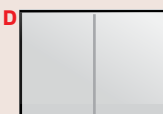
ON-SITE GUIDE ONLY

MAGAZINE

canfitpro Magazine Ad Specifications		Width	Height
<b>A</b>	Full Page*	8.125"	10.875"
<b>B</b>	1/2 Page Horizontal	7"	4.875"
<b>C</b>	1/3 Page Horizontal	7"	3.5"
<b>D</b>	2 Page Spread*	16.25"	10.875"

\*Please add 0.25" trim allowance left/right and top/bottom.

Issue	Booking	Materials	Release
Jan/Feb	September 12, 2018	November 7, 2018	December 17, 2018
Mar/Apr	Novovember 14, 2018	January 9, 2019	February 25, 2019
May/Jun	January 9, 2019	March 6, 2019	April 22, 2019
Jul/Aug	March 13, 2019	May 8, 2019	June 24, 2019
Sep/Oct	May 8, 2019	July 3, 2019	August 26, 2019
Nov/Dec	July 10, 2019	September 4, 2019	October 28, 2019



Publisher is NOT responsible for the alignment content running through the gutter on spreads or on single pages adjacent to inserts.