

Ad, Logo and Bag Insert

Specification Sheet for Battcon Sponsors and Exhibitors

Having a booth and/or being a sponsor at the Battcon Stationary Battery Conference and Trade Show increases your business prospects, draws extra attention to your trade show booth, and shows attendees you care. A booth and sponsorship are great ways to get the visibility you need at Battcon.

Send your ad for publication in the Program Guide as an email file attachment to Pam McCombs at pam.mccombs@vertivco.com.

Important Due Date: To meet the publication deadline, send your ad and logo by March 6!

Platinum Sponsor: Full Page Ad (Full Bleed)

Final Ad Size: 8.5 W x 11 H; Graphic File: 8.75 W x 11.25 H

Gold Sponsor: Half Page Ad (No Bleed)

Final Ad Size: 8 W x 5 H; Graphic File: 8 W x 5 H

Silver Sponsor: Quarter Page Ad (No Bleed)

Final Ad Size: 3.875 W x 4.125 H; Graphic File: 3.875 W x 4.125 H

**Dimension Note: Undersized copy will appear as such. Oversized copy will be reduced to the maximum dimensions allowed. An incorrectly sized half page ad could become a quarter page, so please observe the dimensions specified.*

Ad Specifications

Color

The guide will be printed in full color. You may send in a color ad or a black and white (grayscale) ad. We require that all graphic files be built using **CMYK** to ensure color accuracy prior to being uploaded. Files submitted in RGB or using PMS colors will be converted to CMYK, which could cause a slight color shift in the finished product.

File Size

Files that are full bleed must have at least a **1/8 inch bleed** (0.125 in). Your files must be built to the **final trim size plus bleed**. This means your files should be 0.25" larger than the ad size. (i.e. full page 8.5 x 11 ad = 8.75 x 11.25 graphic file). Files that are not full bleed must be submitted at the final ad size.

Crop Marks

Please ensure your files are saved without any crop marks as these marks will be considered part of the artwork and will end up being printed on the finished product.

Print Ad File Format

Send the file as a high resolution TIFF, EPS or press quality PDF. Images must be a minimum of 300 dpi.

For print ads, do not send JPG, GIF, PNG, DOC, DOCX, BMP or low resolution PDF files. You will be asked to send a different format.

Logo File Format – Platinum Sponsors only

To ensure your latest logo is used, **please send a new logo file**. Send your color logo as an EPS or TIFF file. Your logo may be printed as large as 16" wide on a sign.

For Web use, please send a JPG, GIF or PNG file. Your logo will appear on the Web site at 100 pixels wide.

Attendee Bag Insert – Platinum Sponsors only

8.5 x 11, single page, 2 sided promotional piece for all attendee bags. Please email your piece for approval no later than March 13th to pam.mcombs@vertivco.com. Upon approval, you will receive instructions for how many and where to send final copies so that we can insert your piece into attendee bags.

If you have any questions, please contact Pam McCombs directly at pam.mcombs@vertivco.com or (614) 841-5916.

Thanks for being a sponsor.