

the spa and wellness show  
**IECSC FLORIDA | OCTOBER 6-7, 2019**

Broward County Convention Center • Fort Lauderdale

*22 years as the industry's leading spa and wellness show in the Southeast!*



Don't miss out on having your company featured in the **Show Program** — the go-to resource for attendees!

With a distribution of 120,000 spa professionals, this is the ultimate resource guide to showcase your company! The IECSC Florida Show Program will be mailed to spa professionals and *American Spa* subscribers and will also be distributed onsite to all IECSC Florida attendees! No other spa show has a reach this powerful! Make sure that your company stands out from the rest by placing an ad.

**Special positions are available on a first come, first served basis. Please contact your sales representative for placement and pricing.**

**DEADLINES** Space: June 19 2019  
Materials: June 26, 2019

**RESERVE YOUR AD SPACE TODAY!**

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PRESENTED BY: **american spa**

# IECSC Florida 2019 Program Advertising Specs

**AD CLOSE:** June 19, 2019

**MATERIALS DUE:** June 26, 2019

Ad Size	Width	Height
1/2 page horizontal	6.375"	4.5"
1/2 page horizontal bleed	7.625"	4.625"
1/2 page vertical	3.1875"	9.25"
1/2 page vertical bleed	3.8125"	10.25"
full page	6.375"	9.25"
full page bleed	7.625"	10.25"

**Preview Trim Size:** 7.375" x 10"

**Note:** Live matter must be held .25" inside trim.

## Digital Data is required for all ad submissions.

Preferred format is PDF/X-1. Acceptable formats include PDF. Files should be press optimized, converted to CMYK, and have all fonts embedded. IECSC FL will be relieved of all responsibility for any form of compensation if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats. For detailed instructions of preferred formats, contact the production manager.

To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No makegoods will be issued on ads run without a SWOP proof.



## AD SUBMISSION INSTRUCTIONS:

**IMPORTANT!** Your ad should be submitted with your company name as part of the file name.

(Example: company\_name\_iecscfl19\_program.pdf)

1. Go to [www.iecscflorida.com/adupload](http://www.iecscflorida.com/adupload)
2. Click "Choose File" to select your ad
3. Enter your contact information.
4. Click "Upload" to submit your ad.

## Questions?

Email questions to: [abutcher@questex.com](mailto:abutcher@questex.com)

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