

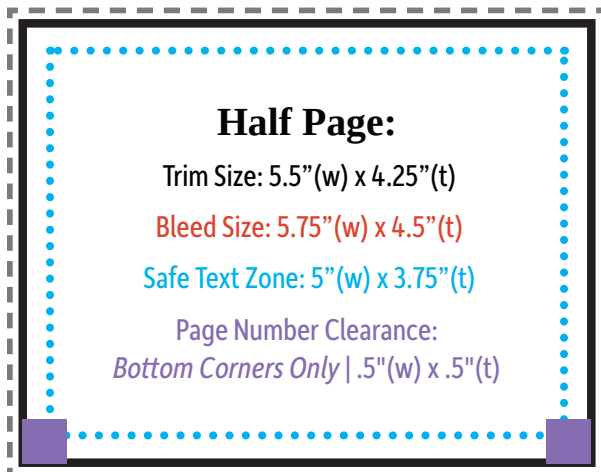
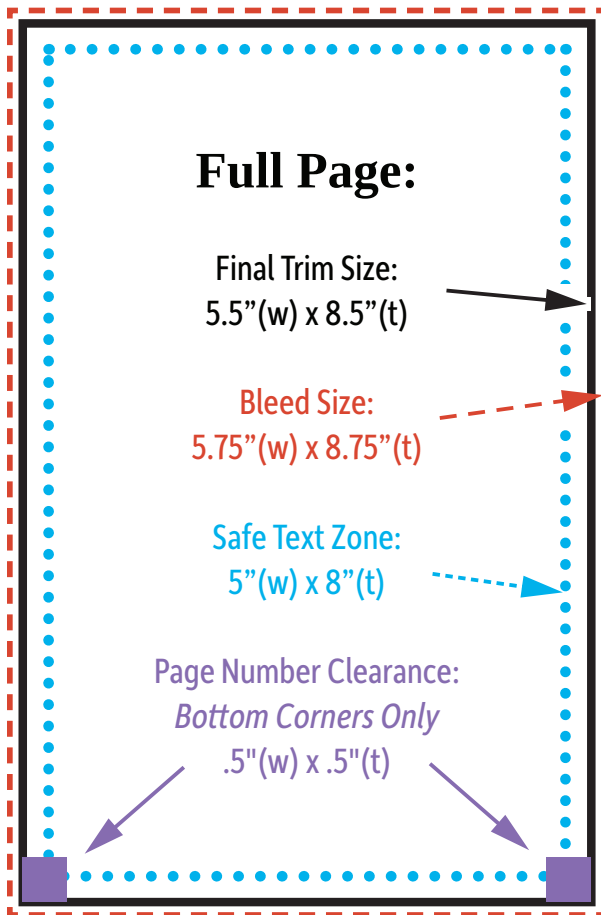
GEMS & JEWELRYSM

Fall 2023 Specifications & Requirements

Advertise in the official publication of the International Gem & Jewelry Show and stand out of the crowd with several affordable advertising options. This

“purse-sized” publication is distributed to every InterGem show attendee, free of cost as they enter any jewelry show. With well over 130,000 attendees every year

and 35,000 monthly website visitors, it's the best way to market directly to jewelry show consumers.



Symbol Key

Final Trim Size:

The final publication size. Graphics outside this area will be trimmed off during the printing process.

Bleed Size:

Mandatory additional 1/8” space (bleed) on all four edges of your ad for printing purposes. **THIS IS THE SIZE YOU MUST SUBMIT.**

Safe Text Zone:

All text **MUST** be at least 0.25” away from the final trim edge.

Page Number Clearance:

Leave the bottom .5” corners free of text for mandatory page numbers

Requirements

- All files must be a minimum of 300 DPI.
- All files must be CMYK color.
- All text on the advertisement must be within the designated “Safe Text Zone.”
- All files must include a 1/8” bleed on each side.
- All files must have the bottom 1/2” corners free of text and important images to leave room for page numbers.
- Acceptable file formats are PDF or jpeg at maximum quality.
- Production costs including photography, graphic design, and typesetting will be billed separately.

NOTE: Any submitted file not meeting our requirements will be subject to review and/or rejection.

To Submit Files

- Files **smaller** than 20 MB may be emailed to socialmedia@intergem.net
- Files greater than 20 MB may be sent through Dropbox or similar secured file sharing service.
- Graphic arts services available for full advertisements or text setting at an additional cost. Prices vary depending on the complexity of the work. To learn more, contact Debbie at socialmedia@intergem.net