

Show Your TRUE COLORS

Advertise in the official Show Program



FORMERLY ATLANTA PET FAIR & CONFERENCE

Drive traffic to your booth by advertising in the official GROOM'D Show Program, which will be available at the show entrances.

The GROOM'D Show Program includes:

- Full schedule of contests and educational seminars
 - Seminar overviews
 - Floor plan
- Listing of all the exhibitors
- Speaker and judge bios

AVAILABLE AD SIZES

Full page (7 x 10 in.)	\$1200
½ page vertical (4.625 x 7.375 in.)	\$600
½ page horizontal (7 x 4.875 in.)	\$600
¼ page (4.625 x 3.625 in.)	\$500

AD SPACE CLOSE 2/1 | DEADLINE FOR MATERIALS 2/7



Georgia International
Convention Center
MARCH 10-12, 2023

JENNIFER BONCY jbony@petproductnews.com

Image Guidelines for Your Ad

Tips on Submitting a Trouble-Free PDF X-1a or High-Resolution PDF:

1. All color photos must be CMYK.
2. All B&W photos must be grayscale.
3. All Pantone/spot colors must be converted to CMYK.
4. Large coverage of black* must be converted to rich black (ex: C-40%, M-20%, Y-20%, K-100%).
5. Rich black body text must be converted to black only.
6. Minimum resolution for images is 266 dpi.
7. Bleed ads must have a bleed of .125" on all sides. Please keep trim marks, register marks and color bars out of the entire print area, including the bleed area.
8. Do not save a pdf from Word.
9. Minimum text size is 6 pt for black text and 10 pt for color or knocked out text.
10. Files built using the transparency feature in Illustrator or InDesign could produce unpredictable and/or unexpected results. Some loss of quality may occur when printed, especially where a transparency overlaps text. All text and logos must be on top of any transparencies.
11. Maximum Ink Density* or Dmax is 280% and for best quality, always follow our printer's guidelines of 300% total CMYK ink coverage.
12. Only use vector-based** text.

*Ink Density is the total amount of ink that will be printed on the sheet of paper. Let's say you have an area where it is very black and the colors that make up that rich black are 100% Cyan, 95% Magenta, 90% Yellow and 100% Black. This would make the total ink density or Dmax 385%. Our printers require a Dmax of 300% or less to keep rich black from getting muddy and possibly clogging reverse type. High Dmax can also cause pages to stick together or offset. A Dmax that is higher than 300% will force the printers to lower the ink density, which would change the overall appearance of your ad.

**Text set in Photoshop is raster text composed of pixels and is resolution dependent, whereas vector graphics are resolution independent and will print sharp. For the best results with text, we strongly recommend setting all text in a page layout program (Quark, Illustrator, InDesign).