

2019 Travel Trade Expos brochure



Advertising opportunities and specifications for Silver sponsors

Advertisement type	Details
Half page	Half page ad in event brochure
Silver sponsor logos	Logo used in event marketing materials

Sponsorship advertisement opportunities must meet the following specifications.

Ad design specifications:

- Trim: 7.7" wide x 5"high
- Safety: 7.1" wide x 4.4"high
- Resolution: 300 DPI at 100% final size
- Type safety margin: 0.3" all around
- No bleed
- Border: 0.25" 80% black, or a full image
- Crop marks: 0.28" offset
- Not accepted: working InDesign, Quark XPress, Illustrator, Corel Draw or Freehand files
- Colour profile: CMYK - no pantone or RGB colours accepted
- Fonts: converted to outlines, and no smaller than 7pt size
- File size: 12MB or smaller

Logos specifications:

- All logos must be submitted in ".ai" or ".eps" vector formats.
- Colour profile: CMYK - no pantone or RGB colours accepted
- Fonts: converted to outlines

Shipping instructions:

- All print ad and logo files will be sent via email to "salesevents@westjet.com"
- For email attachments over 20MB, contact us for alternate shipping instructions

Please note all files must be submitted no later than **February 15, 2019**.

For all other inquires, contact Sarah Barton at sarah.barton@westjet.com.

