



## Ad & Logo Specifications

### Ad Sizes

#### Full page

Trim size: 8.5" x 11"  
Bleed size: allow ¼" margin

#### (¼) Fourth-of a page horizontal

Trim size: 8"w x 2.5"h

#### (½) Half-page horizontal

Trim size: 8"w x 5"h

#### (¼) Fourth-of a page vertical

Trim size: 4"w x 5"h

#### (½) Half-page vertical

Trim size: 4"w x 10"h

**\*Digital files are required for ad submission. See below for submission instructions.**

### Acceptable file formats

**PDF - High-resolution files scaled to 8.5 x 11 without printers marks.**

**NOTE: Fonts:** Adobe Type 1 fonts ONLY. Include all fonts on disk (both printer and screen). Do not assume that the fonts will be on our systems. **NO TRUE TYPE OR MM (Multiple Master) FONTS CAN BE ACCEPTED.** Include fonts used in EPS files or convert type to outline in Illustrator.

### File Submission instructions

**Email:** Send your digital file to Usha James at [usha.james@SourceMedia.com](mailto:usha.james@SourceMedia.com)

**FTP:** Transfer it to our ftp site at: **ftpfiles.sourcemediacom**, **Username: mcentee, Password: red34rum**. Please save the file with the company & show name (2<sup>nd</sup> Mobile Commerce Summit) and send email notification of your file upload to [usha.james@sourcemediacom](mailto:usha.james@sourcemediacom).

**Mail:** Mail your file on CD-ROM to Usha James at SourceMedia, One State Street Plaza, 27th fl, New York, NY 10004

### File Submission deadline

All ads are due no later than **Friday, June 6, 2008**

**Questions should be directed to:**

Usha James  
(212) 803-6577  
[usha.james@sourcemediacom](mailto:usha.james@sourcemediacom)