

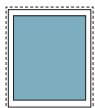


2021 WORLD
PERFUMERY
CONGRESS

The Sensory Event for Fragrance Leaders

SHOW PROGRAM ADVERTISING SPECS

AD SIZES



FULL PAGE

Trim: 7" wide x 10" tall
178 mm x 254 mm



HALF PAGE

Horizontal only, no bleed
6" wide x 4" tall
152 mm x 102 mm

NOTE: Bleed — add 0.187" (5 mm) on all sides.
Keep **live matter** 0.25" (7 mm) away from
the trim.

DIGITAL PRE-SHOW PROGRAM

Optional Embedded Video Specs

- CONTENT:** Product highlighted in full-page ad or general video about the exhibiting Company
- LOCATION:** Video must be a "hosted" video (i.e. YouTube, Exhibitor's website, etc.)
- LENGTH:** Maximum 2:00 minutes
- SEND:** Video link to exhibitorcs@allured.com

If you would like more information or wish to customize your experience, please contact:

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+1-630-344-6060
pcrist@allured.com
www.worldperfumerycongress.com

World Perfumery Congress
Show Office
336 Gundersen Drive, Suite A
Carol Stream, IL 60188 USA

ELECTRONIC FILES

PREFERRED FILE FORMAT:

- High resolution PDF (300 dpi).
- Any lines must be 0.5 point or larger in size.
- Ad page templates for InDesign and PDF presets are available.

SENDING FILES:

- If your file is 20 MB or **smaller**, email to: exhibitorcs@allured.com Please indicate which publication the ad is for.
- For larger files, send through free large file transfer online services, such as Dropbox, TransferBigFiles, Hightail, etc.

ON-SITE SHOW PROGRAM

Print Details

- PRINTING:** Four-color (CMYK) offset
- BINDING:** Saddle-stitch
- PAPER:** Cover 100# (Grade 2), body 60# (Grade 3)
- PROOFS:** No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards.