

the spa and wellness show  
**IECSC NEW YORK | MARCH 10-12, 2019**

Jacob Javits Convention Center • New York City

*17 years as the industry's leading Northeast event!*



CO-LOCATES WITH

**IBS**newyork  
INTERNATIONAL BEAUTY SHOW

## Advertise in the IECSC New York **SHOW PREVIEW**

### Reach more than 125,000 Spa Professionals!

Get ahead of the competition by placing an ad in the Show Preview. Thousands of spa professionals rely on the IECSC New York Show Preview to get a sneak peek on the latest products, companies and education being showcased at IECSC New York.

#### **MASSIVE DISTRIBUTION:**

Over 95,000 Show Previews will direct mail to prospects, past attendees and our spa professional-only databases.

Over 30,000 Show Previews will mail with the February issue of *American Spa* magazine — reaching the top Spa Owners, Directors and Managers in the country.

#### **DEADLINES**

**AD CLOSE:** NOVEMBER 2, 2018

**MATERIALS DUE:** NOVEMBER 9, 2018

## CONTACT

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PRESENTED BY: **american spa**

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## IECSC New York 2019 Preview Advertising Specs

**AD CLOSE:** November 2, 2018

**MATERIALS DUE:** November 9, 2018

Ad Size	Width	Height
1/2 page horizontal	6.375"	4.5"
1/2 page horizontal bleed	7.625"	4.625"
full page	6.375"	9.25"
full page bleed	7.625"	10.25"

**Preview Trim Size:** 7.375" x 10"

**Note:** Live matter must be held .25" inside trim.

### Digital Data is required for all ad submissions.

Preferred format is PDF/X-1. Acceptable formats include PDF. Files should be press optimized, converted to CMYK, and have all fonts embedded. IECSC NY will be relieved of all responsibility for any form of compensation if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats. For detailed instructions of preferred formats, contact the production manager.

To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No makegoods will be issued on ads run without a SWOP proof.



### AD SUBMISSION INSTRUCTIONS:

**IMPORTANT!** Your ad should be submitted with your company name as part of the file name.

(**Example:** company\_name\_iecscny\_preview.pdf)

1. Go to [www.iecscnewyork.com/adupload](http://www.iecscnewyork.com/adupload)
2. Click "IECSC New York 2019 Show Preview Ad"
3. On the following webpage, click "Choose File" to select your ad.
4. Enter your contact information.
5. Click "Upload" to submit your ad.

### Questions?

Email questions to: [abutcher@questex.com](mailto:abutcher@questex.com)