

# Advertising Specifications

Explore the opportunities and required specifications to showcase your brand.

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# Sponsored Custom Email

Tap into AmericasMart's extensive network of buyers from across the country and around the globe with our sponsored email program. Reach potential customers with your custom, branded message at key points throughout the year. Whether your goal is to build awareness leading up to a major market or to drive daily designer traffic to your showroom, our Exhibitor Marketing team can create a custom package tailored to your needs.

Choose from our segmented website to reach your target audience:

Gift                      Home                      Gift/Home                      Apparel                      Social  
Occasion

## How to Submit

The following information must be provided to AmericasMart five business days prior to the scheduled deployment. Email images and copy will need to meet AmericasMart provided specifications. The artwork and message can be designed at the discretion of the sponsor. AmericasMart is not responsible for the design. We will provide clear guidelines, and the final artwork must meet AmericasMart specs before deployment.

### GUIDELINES\*

#### Images

Please submit assets in png or gif format. We no longer accept HTML formatted emails!  
Image-based emails should be at least 1200px in width. Images that are longer than 1500px in height should be split into multiple images.

Use this naming convention: ExhibitorName\_EmailDeploymentDate\_Image#.filetype  
e.g., AmericasMart\_040616\_1.jpg  
File size must not exceed 2MB.

#### Copy

Provide a subject line not to exceed 50 characters.

Email must list your showroom or booth at AmericasMart and cannot include dates or invitations of shows outside of AmericasMart.

#### Recommendation

We encourage you to use our Market Name in your email, and/or our logo, along with your phone number, address, and link to your website.

We strongly encourage you to provide a link to your Digital Showroom so that buyers can quickly add you to their Market Plan.

To maximize campaign performance, please be sure to include a Call to Action in one of your images such as an invitation to schedule a market appointment, a special offer or discount that can be clicked to be redeemed.

#### Requirements

The following pieces of information must be included in your email:

*Company Name*

*Building and Showroom / Booth Number*

\*Any files that do not follow these guidelines will be rejected, and the advertiser will need to update and resubmit the files.

## GUIDELINES CHECKLIST

### Subject Line

Subject line recipients will see in inbox

*Note: In order to maximize campaign performance, we ask that you please refrain from using common spam triggers in your subject line. Examples include: Clearance, Order, Shop, Win, Save, \$, %, Percent, Off, Make, Free, Discount, Offer, any numbers, capitalized words, etc.*

Images	Links
File name	Corresponding link to image
File name	Corresponding link to image
File name	Corresponding link to image
File name	Corresponding link to image

### Show Names

*Please be sure to reference the correct form of the appropriate show name as needed including registration marks:*

**Atlanta Market**

**Spring Mini Market**

**Atlanta Apparel**

**Fall Design Week**

**VOW | New World of Bridal®**

**Spring Cash & Carry**

**World of Prom**

**Fall Cash & Carry**

# Video Wall Specifications

<b>BUILDING 1, MARKET CLUB BUILDING 1, INTERNATIONAL BUSINESS CENTER BUILDING 2, LOBBY*</b> <b>1920PX X 1080PX (WXH)</b>	<b>BUILDING 2, MARKET CLUB BUILDING 3, FLOOR 2** BUILDING 3, FLOOR 7 DELI BUILDING 3, BUYER'S LOUNGE</b> <b>1920PX X 1080PX (WXH)</b>
Duration: 00:12 seconds	1 x 1 video panels (most locations)
Frequency: 16 x hour	*4 x 4 video panels
Accepted formats: JPEG, PNG, MP4, QuickTime	**2 x 2 video panels

\*Video Wall content should be video-only, no audio attached to assets.



# Signage Specifications

To avoid setup fees, delays, or printing errors, please design your sponsorship ad to the following specs outlined in detail on this page. You can use the table below to find the size of your particular ad. If your ad type is not listed below, or if you have any questions about designing your ad, please contact us [rjackson@imcenters.com](mailto:rjackson@imcenters.com).

Specs provided are in inches. All sponsorships must be paid in full prior to uploading artwork.

## Building 1

AD TYPE	FULL SIZE PRINT
Bathroom Mirror	48w x 8h
Columns	Lobby Entrance: 166w x 168h Lobby Registration: 166w x 119h Parking Garage: 166.5w x 84h
Elevator - Exterior	51.5w x 81.5h <i>*Each door panel is 25.75w</i>
Elevator - Exterior Expansion Side	47.5w x 90h
Elevator - Interior Cabin	Back: 91w x 34h Sides (2): 61w x 34h Door: 52w x 22.5h
Elevator - Interior Expansion Side	47.5w x 30h
Escalator Mirror	30w x 18h
Floor Decal – Large	48w x 72h
Floor Decal - Round/Square	36w x 36h
Posters Above Lobby Elevator Doors	51.5w x 79h
Stair Risers - Lobby	36w x 6h
Wall Murals	Starbucks: 156w x 120h BB&T: 156w x 120h Coat Check: 180w x 120h

## Building 2

AD TYPE	FULL SIZE PRINT
Atrium Glass Panels	Template: 42w x 40h Live Area: 42w x 34h
Banner - Escalator Lobbies	132w x 33h
Banner - Lobby Ceiling	Center: 156w x 108h Sides: 96w x 108h
Banner - Over Entrance	240w x 96h
Banner - Second Floor John Portman Blvd. Side	192w x 144h
Bathroom Mirror	Large: 48w x 8h Medium: 37.25w x 8h Small: 31w x 8h
Bathroom Stalls	Exterior Door: 18w x 54h Interior Door: 20w x 20h
Bridge Window Decals	36w x 12.5h
Column	Ted Turner Drive: 278w x 480h John Portman Blvd: 150w x 144h Floor 1: 152w x 192.25h Floor 2: 152w x 144h Floors 7, 10: 131w x 48h Floors 11-14: 114w x 48h Floors 15-18: 94w x 48h
Column Cling	Floor 2 Elevators: 54w x 108h
Column Cling - Floor 6	Escalator Side: 87.5w x 48h Showroom Side: 95.5w x 48h
Column Cling - Floor 8, 9	Escalator Side: 26w x 48h Showroom Side: 99w x 48h
Escalator Clings	20w x 20h
Elevator - Exterior Doors	51.5w x 93.5h *Each door panel is 25.75w
Elevator - Interior Cabin	Back: 92.5w x 34.5h Sides (2): 71w x 34.5h Door: 54w x 22.5h
Floor Decal Large	48w x 72h
Floor Decal - Round/Square	36w x 36h
Vertical Wall Poster	30w x 40h <i>allow 1.5" margin for frame</i>
Window Decal (Lobby)	139.5w x 145.5h
Window Panels	50w x 50h

## Building 3

AD TYPE	FULL SIZE PRINT
Bathroom Mirror	48w x 8h
Bathroom Stalls	Exterior Door: 18w x 54h Interior Door: 20w x 20h
Floor Decal - Round/Square	36w x 36h
Column - Street Side	Large: 144w x 144h Medium: 144w x 132h Small: 112w x 144h
Elevator - Exterior	41.5w x 83.5h *Each door panel is 20.75w
Elevator - Interior Glass Panels	19w x 6h

### 1. Preferred File Formats

Print-ready JPGs saved at maximum quality at 150 DPI or higher are preferred. EPS, PDF & TIF are also acceptable.

*\* Please make sure to outline or embed fonts and color profiles for EPS and PDF files.*

The following are considered NON-PRINT READY file formats: QXD, INDD, PPT, AI, FH, and PSD. We do not have software to support these types of file formats and often can't open the files. Do not use Microsoft Office programs for designing your artwork as these files are unacceptable for wide-format printing. Please refer to your design software's documentation on how to convert your design into an acceptable print-ready file format listed above. Supported Mac Software includes: Adobe Photoshop CS4, Adobe Illustrator CS4, Adobe Acrobat Pro.

It is important to:

- Design in CMYK. RGB or lab files will not be accepted.
- Use CMYK - C: 45, M: 45, Y: 45, K: 100 - for the richest black (using 100% K will result in a dark grey)
- Flatten all artwork (to help decrease file size for TIF file)
- Create all text to outlines
- Embed all images (to help decrease file size for EPS files)
- Rasterize any vector files with effects, such as drop shadows, glows & gradients

We can't be responsible for any errors outside the reasonable scope of our work as a result of files designed outside our studio.

### 2. Color

Files should be designed in CMYK, which is preferred for wide-format printing. Please do not design in RGB as we cannot ensure correct color output. Due to the individual characteristics of monitors, the colors on your screen may vary from the final product. We cannot be held responsible for discrepancies with color output. Use CMYK - C: 45, M: 45, Y: 45, K: 100 - for the richest black (using 100% K will result in a dark grey).

### 3. Bleed

DO NOT add additional bleed to your design files.

### 4. Resolution / File Size for Wide Format Printing

All photography should be high resolution and 150 DPI or higher at full size (100% scale) for printing. Scale DPI according to the scale of the file. For example, if the file is at 50% scale, the DPI should be 300. Files can be reduced to 100 DPI at 100% scale for larger projects, such as oversized banners. Files with a lower resolution than specified – including images pulled from the internet – may result in pixilated/blurry printing. We do not suggest



providing any files with less than 72 DPI for any wide-format printing process. Files provided at a higher resolution than specified above will be reduced to the appropriate DPI in the preflight process.

#### **5. Charges / Fees**

For information, please see our Design Fees Page and Print-Ready File Setup Fees in the [Exhibitor Portal](#).

#### **6. File Submission**

For information, please see our File Upload Page.

#### **7. Proofing**

Under our printing production process, it is not standard for us to send you a proof of your ad unless otherwise specified at the time of processing the order. Please contact us if you need a proof of your ad and for additional information or fees.

**Disclaimer:** Please proof your work, as we cannot be held responsible for errors or omissions outside our scope of work. We will make out best professional effort to review the files you submit prior to printing. We do not send proofs of client-provided print-ready artwork.