

THREDZ SHOW

PRINT & SOCIAL MEDIA ADVERTISING SPECIFICATIONS

RETAILERS' GUIDE

Full Page

Trim Size: 5.5" W x 8.5" H

An 1/8 inch (0.125") bleed on all sides is required

Bleed Size: 5.625" W x 8.625" H

Safe Area: 4.5" W x 7.75" H

See the [Print Ad template enclosed for details](#)

SOFTWARE

For best results, we recommend designing your ad in graphic design software, such as InDesign or Illustrator. There are also free options available, including Adobe Express or Canva.

FORMAT

Submit a **print-ready PDF file**

We DO NOT accept any other format

i.e; JPEG, TIFF or PNG files, all risk quality loss when printed.

DELIVER

Email your artwork to info@thredzshowinc.com

If your file size is larger than 10MB, you can send via wetransfer.com

MECHANICALS

Images

Must be high resolution at 300 dpi

Colour Mode

Must be CMYK for print and RGB for social/web

Fonts

Text must be converted to curves or outlines

PRODUCTION NOTES

We will advise you of any deficiencies in your supplied artwork. It is the advertiser's responsibility to fix and resubmit the files. If the files do not comply with these specifications, we cannot guarantee that your ad will be printed correctly.

DESIGN SERVICES

If you need assistance with ad design, the cost is \$150+HST per page. To arrange, please contact Janice at info@thredzshowinc.com

SOCIAL MEDIA SHOWCASE

Grid Post

Ad Size: 920 px W x 1080 px H

FORMAT

Submit a **high res PDF file** with the brand image and logo only. Note: Exhibitor name, @socialhandle and booth number will appear in the post caption.

See the [Social Ad example for details](#) →



Your Stylish Shortcut to Success

Trim

Bleed

Safe Area

The diagram illustrates a full-page print advertisement template. It features a central content area with a purple border. The text 'THREDZ SHOW' is prominently displayed in large, bold, purple letters. Above it, a smaller purple box contains the text 'ONTARIO'S PREMIERE'. Below the main title, the text 'Full Page Print Ad Template' is written in a large, bold, purple font. Further down, there are three sections of text explaining the dimensions and requirements for the ad: 'Trim Size: 5.5" W x 8.5" H', 'Bleed Size: 5.625" W x 8.625" H', and 'Safe Area: 4.5" W x 7.75" H'. Each section includes a brief explanation of what the respective dimension represents. The entire content is enclosed within a green border, which is further defined by a red border. On the left side, there are 20 circular punch holes. On the right side, there are two small black dots representing crop marks. Labels 'Trim', 'Bleed', and 'Safe Area' are positioned to the left of the diagram, with lines pointing to their respective boundaries.

ONTARIO'S PREMIERE

THREDZ SHOW

Full Page Print Ad Template

Trim Size: 5.5" W x 8.5" H

The trim size represents the full dimensions of your ad.

Bleed Size: 5.625" W x 8.625" H

The bleed is the part of your ad that goes beyond the trim size. It gets cut off to ensure that your design reaches the page edge without visible white borders.

Crop Marks

The crop marks are fine lines in the upper and lower corners that show where an ad will be trimmed.

Safe Area: 4.5" W x 7.75" H

The safe area is a smaller zone inside the trim where all crucial information lives. Content outside this area risks being hole-punched or trimmed off during the bookbinding process.