



2024 MEDIA KIT

Sustaining Industry Leaders
in Fiber and Filtration



INTERNATIONAL
FILTRATION NEWS

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Top Notch
Team

+

Award
Winning
Publications

REACH THOUSANDS OF INDUSTRY DECISION MAKERS & THOUGHT LEADERS GLOBALLY WITH EACH ISSUE

International Fiber Journal and *International Filtration News* each reach a vast network of qualified professionals who employ fibers, filaments and filtration technologies to optimize their applications. With unique readers in markets that have strong crossover, our brands offer you print and digital opportunities to maximize your marketing investment with a range of solutions based on true thought-leadership platforms.



EDITORIAL MISSION/VISION

International Fiber Journal covers fiber-related trends and material science developments and how they impact the supply chain from raw material to end use. *IFJ* provides thoughtful insights and perspectives to global producers, users and business leaders who need to know about what's next in fibers, filaments and processing solutions.



EDITORIAL MISSION/VISION

International Filtration News covers the topics and technologies that will shape the future of filtration and separation. Using subject matter experts from all parts of the industry, *IFN* is the leading source for the dialogues, debates and innovations across the full spectrum of filtration and separation applications and processes.

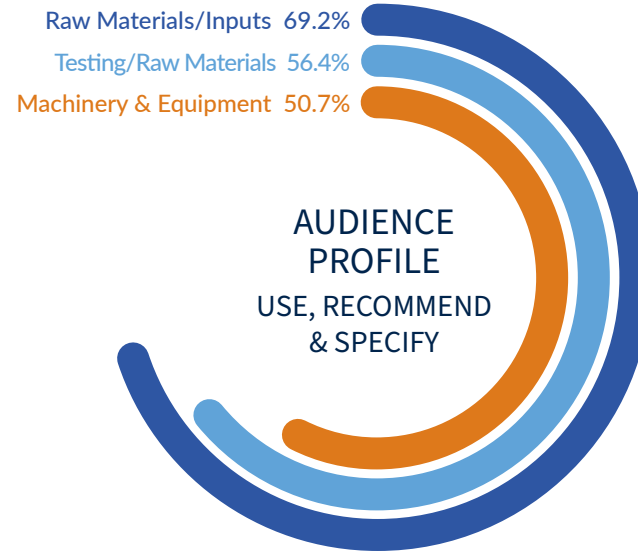


TECHNOLOGY AREAS

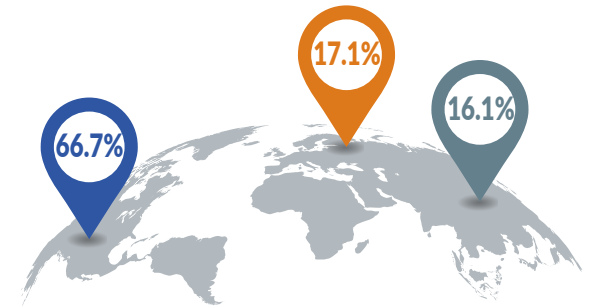
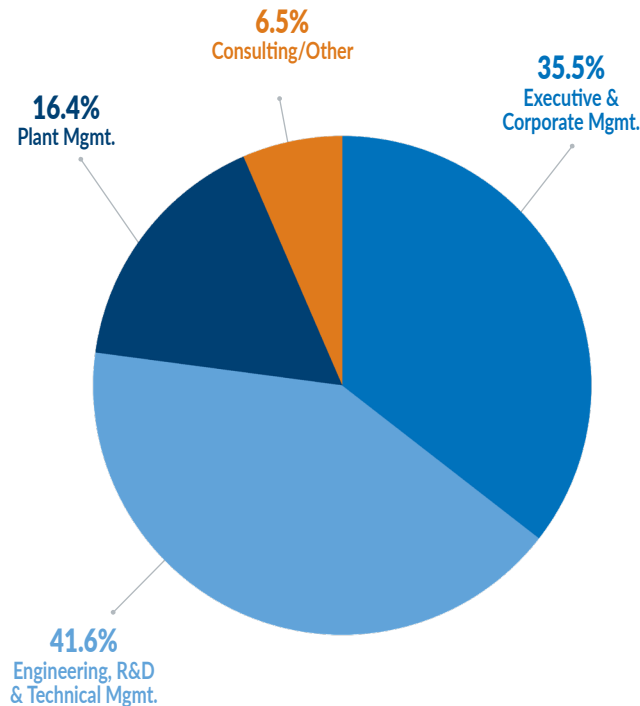
Additives	Films
Adhesives & Binders	Filtration
Automation & Digitalization	Finishing, Dyeing & Printing
Bonding	Godet & Separator Rolls
Braided Materials	Knitted Materials
Chemicals	Nanotechnology
Coatings	Netting & Scrims
Composite Materials	Nonwoven Materials
Converting	Packaging
Cutting & Joining Equipment	Papers
Fiber Intermediates	Polymers/Resins
Fiber Preparation Machinery	Tape, Fastener, Adhesive Applicators
Fibers – Bio-Based	Testing
Fibers – Manmade	Woven Materials
Fibers – Natural	

END-USES

Agriculture & Geosynthetics	Home & Office Furnishings
Apparel	Hygiene
Architecture & Construction	Industrial
Civil & Environmental Engineering	Life Sciences
Consumer	Medical/Surgical
Disposables	Packaging
Durables	Protective Apparel/PPE
Electronics	Transportation
Filtration	Wipes
Floor Coverings	



* Total exceeds 100% as subscribers select "all that apply."



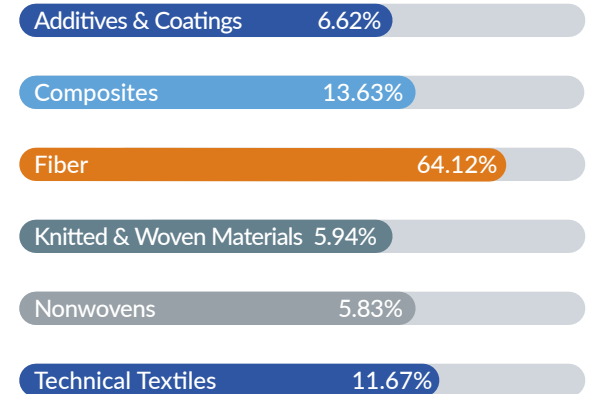
GLOBAL DISTRIBUTION

International Fiber Journal is distributed in print and digital form to 15,920 qualified industry professionals worldwide. Geographic distribution is:

- THE AMERICAS = 66.7%
- EMEA = 17.1%
- ASIA = 16.1%


"Audience data based on metrics as of 1 July 2022."

AUDIENCE PROFILE TECHNOLOGIES & APPLICATIONS



* Total exceeds 100% as subscribers select "all that apply."

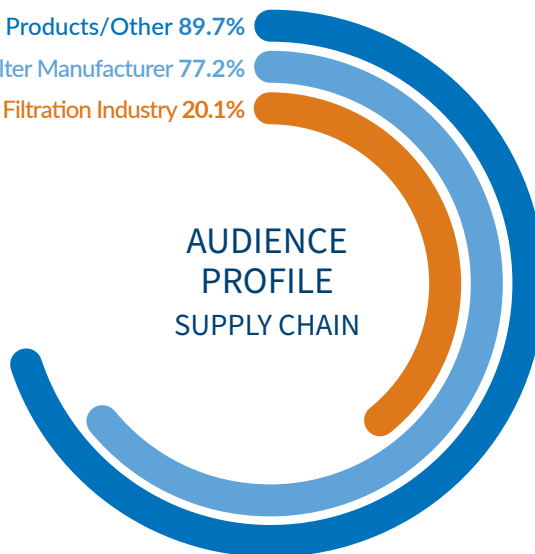
2024 EDITORIAL CALENDAR

OPPORTUNITY!	 ifj INTERNATIONAL FIBER JOURNAL	SHOW DISTRIBUTION	ISSUE FOCUS	SPOTLIGHT	FEATURED TOPICS	MARKETING OPPORTUNITIES <small>See page 8 for details</small>
	ISSUE 1 Editorial: Dec. 18 Ad Close: Jan. 3 Materials: Jan. 8 Mail Date: Feb. 9	JEC World , Mar. 5-7, Paris Nord Villepinte France Cellulose Fibres Conference , Mar. 13-14, Cologne, Germany TechTextil , Apr. 23-26, Frankfurt, Germany ANEX , May 22-24, Taipei, Taiwan	Textiles & Technology	Supply Chain Traceability	<ul style="list-style-type: none"> • New Special Section for 2024! Nonwovens: Fabrics • AI/Machine Learning in Composites • ERP (Enterprise Resource Planning) • Technology 	Solution Center: Automation & Digitalization Showfloor Showcases: JEC World, Cellulose Fibres Conference, TechTextil (Germany), ANEX
	ISSUE 2 Editorial: Feb. 23 Ad Close: Feb. 26 Materials: Mar. 4 Mail Date: Mar. 29	Smart Fabrics May 14-15, Raleigh, NC World of Wipes (WOW) June 17-20, Minneapolis, MN	Making Cuts + Threads & Yarns	Coloration Trends in Textiles	<ul style="list-style-type: none"> • Nonwovens Special Section: Equipment • Finishing, Dyeing & Printing • Spinning & Winding • Converting • Cutting & Crimping Systems 	Solution Center: Bio-Based Fiber & Yarns Solution Center: Cutting & Crimping Systems Showfloor Showcases: Smart Fabrics, WOW
	ISSUE 3 Editorial: Apr. 15 Ad Close: Apr. 19 Materials: Apr. 24 Mail Date: May 31	TechTextil NA , Aug 20-22, Raleigh, NC CAMX , Sept 9-12, San Diego, CA Dornbirn GFC 2024 , Sept 11-13, Dornbirn, Austria	Mechanical vs. Chemical Recycling	Refining, Recycling and Repurposing	<ul style="list-style-type: none"> • Natural & Cellulose Fiber Composites • Bicomponent Fiber • Apparel/Fast Fashion • Weaving & Knitting 	Solution Center: Recycling Equipment Showfloor Showcases: TechTextil NA, CAMX, Dornbirn GFC 2024
	Special 7th Edition of IFJ: "Innovating Nonwovens for Sustainable Solutions" This stand-alone publication mails with the May-June IFJ. It highlights the best of the nonwovens industry as it addresses the challenges and opportunities of sustainability and is sponsored by INDA - Association of the Nonwoven Fabrics Industry. <i>To advertise in this special issue of IFJ, contact your Sales Representative.</i>					
	ISSUE 4 Editorial: Jun. 21 Ad Close: Jun. 26 Materials: Jul. 1 Mail Date: Aug. 2	Outlook , Sept. 24-28, Rome, Italy ATA Expo , Sept. 24-26, Anaheim, CA RISE , Oct. 1-2, NCSU/Raleigh, NC	Automotive, Transportation & Marine Applications	Technical Textiles	<ul style="list-style-type: none"> • Nonwovens Special Section: Drylaid, Spunlaid, Meltblown & Wetlaid • Engineered Fibers • Carbon Fiber Textiles • Geosynthetics 	Solution Center: Finishing, Coating & Laminating Showfloor Showcase: ATA Expo Showfloor Showcase: RISE
	ISSUE 5 Editorial: Aug. 21 Ad Close: Aug. 28 Materials: Sept. 2 Mail Date: Oct. 4	Hygienix , Nov., 18-24, Nashville, TN	Trends in Textile Machinery & Equipment	Wearable Devices	<ul style="list-style-type: none"> • Nonwovens Special Section: Durables • Adhesives & Bonding • Wipes Manufacturing • Fiber Intermediates 	Solution Center: Superabsorbent Polymers Solution Center: Machinery & Equipment Showfloor Showcase: Hygienix
	ISSUE 6 Editorial: Oct. 21 Ad Close: Oct. 30 Materials: Nov. 4 Mail Date: Dec. 6		The Best of 2024 Fiber Innovation <i>(Ask Us How to Be Featured)</i>	Polymers and Biopolymers	<ul style="list-style-type: none"> • Nonwovens Special Section: Medical & Surgical • Additives • Nanofiber • Protective Apparel & PPE Solutions 	Solution Center: PPE/Protective Apparel Solution Center: Polymers and Biopolymers Bonus: 2025 Buyer's Guide
Make Sure to be Included in the 2025 Buyer's Guide! It is hosted on FiberJournal.com for One Full Year!						

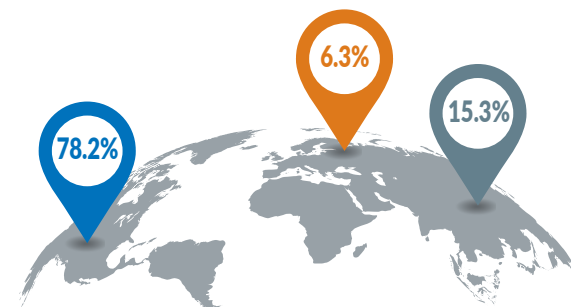
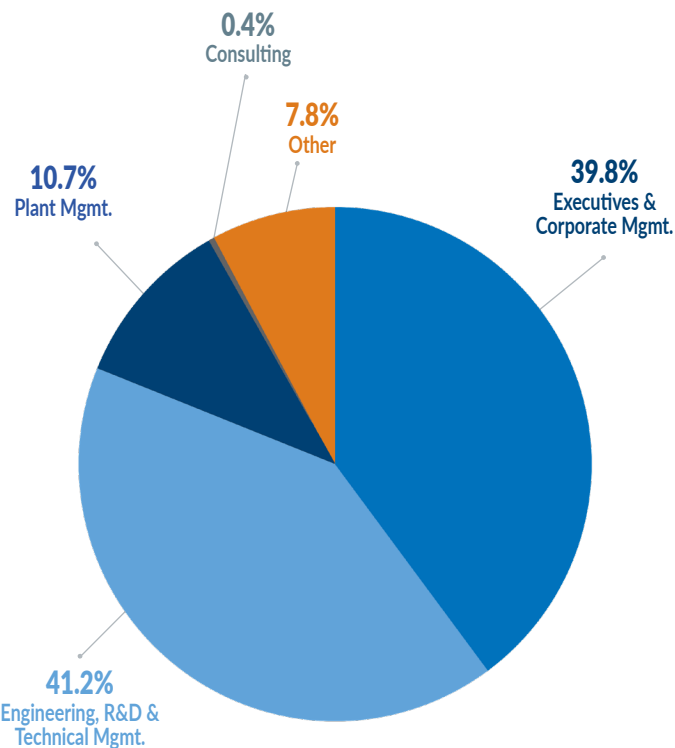
* Editorial topics subject to change. Please Note: Show copy issues will be distributed either via Print Distribution at the show or to specified lists via e-Blast through show management or INDA Media.

User of Filtration Products/Other 89.7%
Filter Manufacturer 77.2%
Supplier to the Filtration Industry 20.1%

AUDIENCE PROFILE SUPPLY CHAIN



* Total exceeds 100% as subscribers select "all that apply."



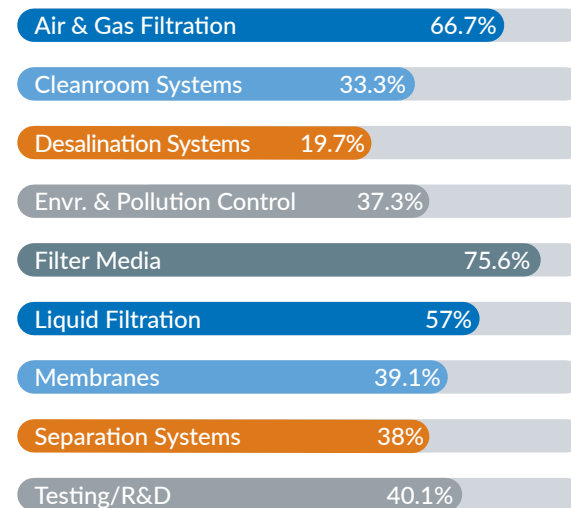
GLOBAL DISTRIBUTION

International Filtration News is distributed in print and digital form to 14,073 qualified industry professionals worldwide. Geographic distribution is:

- THE AMERICAS = 78.2%
- EMEA = 6.3%
- ASIA = 15.3%

"Audience data based on metrics as of 1 July 2022."

AUDIENCE PROFILE TECHNOLOGIES & APPLICATIONS




* Total exceeds 100% as subscribers select "all that apply."

TECHNOLOGY AREAS

Air Filtration	Filter Netting & Screens
Automation	Hydraulic Filtration
Bonding	Magnetic Filters
Coatings & Treatments	Membrane Filtration
Filter Bags	Pleating Systems & Equipment
Filter Cartridges	Separations
Filter Cores & Supports	Strainers
Filter Elements	Testing
Filter Housings	Water Filtration
Filter Media	

END-USES

Chemical Processing	Microelectronics
Energy & Power	OEM & Component Parts
Food & Beverage	Personal Protective Equipment
HVAC/HEPA/ULPA	Pulp & Paper
Industrial	Transportation (Aerospace, Automotive, Heavy Equipment)
Life Sciences	Water & Wastewater

	SHOW DISTRIBUTION	ISSUE FOCUS	SPOTLIGHT	FEATURED TOPICS	MARKETING OPPORTUNITIES <small>See page 10 for details</small>
ISSUE 1 Editorial: Nov. 20 Ad Close: Dec. 12 Materials: Dec. 12 Mail Date: Jan. 12	FiltCon Apr. 8-10, Houston, TX	Solutions for Filtering Polymers	Materials for Effective Filtration	<ul style="list-style-type: none"> Composites & Advanced Materials Filter Bags, Cartridges & Housings Separations Filtration Standards 	Solution Center: Filter Media Solutions Showfloor Showcase: FiltCon
ISSUE 2 Editorial: Feb. 5 Ad Close: Feb. 7 Materials: Feb. 12 Mail Date: Mar. 15	Interphex April 16-18, New York City, NY	Filtration in Carbon Capture Technologies	Advancements in Pleating Design & Equipment	<ul style="list-style-type: none"> Indoor Air Quality Filter Elements Stationary Filters & Applications – Liquid & Air HVAC/HEPA/UPLA 	Solution Center: Filter Elements Solution Center: Hydraulic Filtration Showfloor Showcase: Interphex
ISSUE 3 Editorial: Apr. 1 Ad Close: Apr. 3 Materials: Apr. 8 Mail Date: May 10		Sustainability & Filtration: The Future Awaits	Automotive, Aerospace & Public Transportation	<ul style="list-style-type: none"> Natural Media Options Adhesives, Ultrasonics & Bonding Technology Nonwovens Mobile Filtration Applications – Liquid & Air 	Solution Center: Transport Filtration Solution Center: Membrane Filtration
Ask Your Sales Representative for an Annual Contract with IFN to Ensure You Receive Best Placements! Certain Opportunities are Limited!					
ISSUE 4 Editorial: May 27 Ad Close: Jun. 5 Materials: Jun. 10 Mail Date: Jul. 12	WEFTEC Oct. 5-9, Chicago, IL	Global Water Filtration & Preservation	Industrial Filtration	<ul style="list-style-type: none"> Chemical Processing Filter Elements Water & Wastewater Life Sciences 	Solution Center: Liquid Filtration Solution Center: Environmental & Pollution Showfloor Showcase: WEFTEC Bonus: 2024-25 Buyer's Guide
ISSUE 5 Editorial: Aug. 2 Ad Close: Aug. 7 Materials: Aug. 12 Mail Date: Sept. 13	Filtech Nov. 12-14, Cologne, Germany	Automating Filtration	Needlepunch Spunlace Spunbond Meltblown	<ul style="list-style-type: none"> Hydraulics Filter Cores & Supports Nanofiltration Oil & Gas 	Solution Center: Heavy Equipment Solution Center: Filter Media Testing Showfloor Showcase: Filtech
ISSUE 6 Editorial: Sept. 30 Ad Close: Oct. 9 Materials: Oct. 14 Mail Date: Nov. 15	Filtrex Feb. 2025	The Best of 2024 Filtration Innovation <i>(Ask Us How to Be Featured)</i>	Specialized Machinery	<ul style="list-style-type: none"> Ultrafiltration & Reverse Osmosis PFAS Filtration Nanofibrous and Glass Fiber Filters Standards & Testing 	Solution Center: Air Filtration Solution Center: Standards & Testing Showfloor Showcase: Filtrex
Make Sure to be Included in the 2024-2025 Buyer's Guide! It is hosted on FiltNews.com for One Full Year!					

PRINT & DIGITAL ISSUE

4-COLOR DISPLAY AD RATES (NET)

Page Size	1x	3x	6x
Full Page	\$3,850	\$3,645	\$3,445
2/3 Page	\$3,345	\$3,220	\$3,080
½ Page	\$2,925	\$2,795	\$2,670
⅓ Page	\$2,650	\$2,520	\$2,375
¼ Page	\$2,295	\$2,185	\$2,105
2-Page Spread	\$5,900	\$5,645	\$5,445
"Mini-Mart" Classified	\$950	\$850	\$750

PREMIUM: Inside Front Cover / Inside Back Cover: Add 15% to Unit Pricing. Back Cover: Add 20% to Unit Pricing.

CUSTOM HIGH-IMPACT PRINT UNITS Additional customizations available. All pricing upon request.

Single-Leaf Insert, Cover Gatefolds, Belly Bands, Bind-In Cards

OPPORTUNITY!

NEW! THE BUYER'S GUIDE JUST GOT BETTER 3X EXPOSURE IN PRINT GUIDE, DIGITAL GUIDE + SOCIAL MEDIA!

Take advantage of this incredible way to be found among the best of the industry!

For \$495, Standard Company Listings receive:

- Up to 5 categories for a searchable listing + logo for 1 year in online guide
- Print listing + logo with categories listed in IFN or IFJ publication
- NEW: Buyer's Guide link accessible from INDIA.ORG website, increasing SEO
- NEW: Promotion of Buyer's Guide on IFN & IFJ Social Media & in the Monthly E-Newsletter
- NEW: Digital Flipbook with clickable links on Home Page of IFN or IFJ websites

For \$995, Premiere Vendor Category Listings receive all the Standard Company Listings (listed at left), with the additional value of:

- Up to 12 categories for a searchable listing + logo for 1 year in online guide
- NEW: New "Premiere Vendors" Buyer's Guide landing webpage – only for this category – with clickable company logo.
- NEW: Two "Buyer's Guide e-Promotions" with the logos of all "Premiere Vendors" (clickable) sent to IFN or IFJ promo lists

Choose from specialties in over 70 categories!

IFN Buyer's Guide for *International Filtration Journal* is printed in the July/August issue (Vol. 4). The listing runs for an entire year on www.filtnews.com/buyers-guide.

Listing Due by **April 19, 2024**.

IFJ Buyer's Guide for *International Fiber Journal* is printed in the November/December issue (Vol. 6). The listing runs for an entire year on www.fiberjournal.com/buyers-guide.

Listing Due by **October 11, 2024**.

HOMEPAGE ▶



▲▲ SOLUTION CENTER

JCEM to bring high-end pleating equipment to FilTXPO

Swiss-made precision for innovative CNC pleating solutions

JCEM GROUP, which includes JCEM GmbH (Switzerland), TAG GmbH (Germany) and JCEM Inc. (USA), is the global leader for the production of pleated membranes. The company offers a wide range of pleating equipment, including high-end CNC pleating machines, which are designed to meet the most demanding requirements for high-end pleating solutions.

Additional pleating equipment is available, including the multi-axial pleating stations, servo-driven to-line filters or perforated pleating equipment, such as the vertical package unit for multiple plant pack production or cross cutters for end sheet cut.

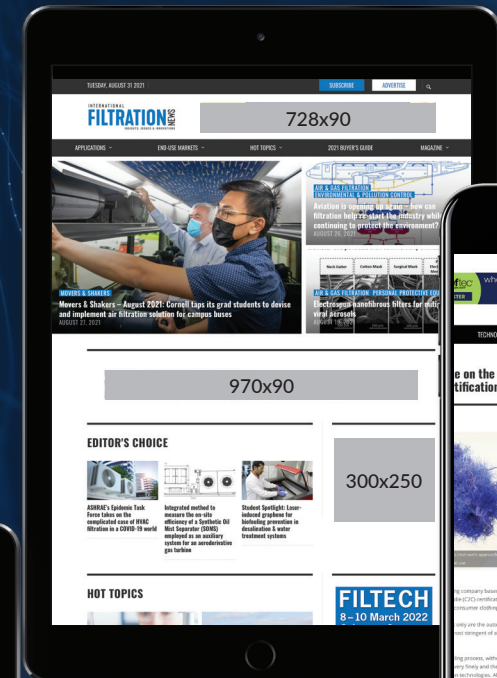
A. Rigid pleating equipment
JCEM offers a wide range of rigid pleating equipment, including the JCEM 19, which is a high-end pleating machine designed for high-end pleating solutions. The machine is equipped with a CNC control system, which allows for precise and consistent pleating results.

A. Flexible pleating equipment
JCEM also offers a range of flexible pleating equipment, including the JCEM 18, which is a high-end pleating machine designed for flexible pleating solutions. The machine is equipped with a CNC control system, which allows for precise and consistent pleating results.

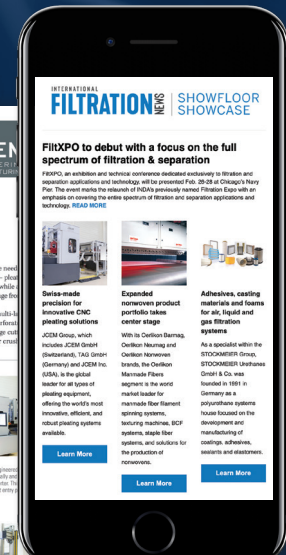
A. Stiff pleating equipment
JCEM also offers a range of stiff pleating equipment, including the JCEM 17, which is a high-end pleating machine designed for stiff pleating solutions. The machine is equipped with a CNC control system, which allows for precise and consistent pleating results.

A. Soft pleating equipment
JCEM also offers a range of soft pleating equipment, including the JCEM 16, which is a high-end pleating machine designed for soft pleating solutions. The machine is equipped with a CNC control system, which allows for precise and consistent pleating results.

A. Ultra-soft pleating equipment
JCEM also offers a range of ultra-soft pleating equipment, including the JCEM 15, which is a high-end pleating machine designed for ultra-soft pleating solutions. The machine is equipped with a CNC control system, which allows for precise and consistent pleating results.

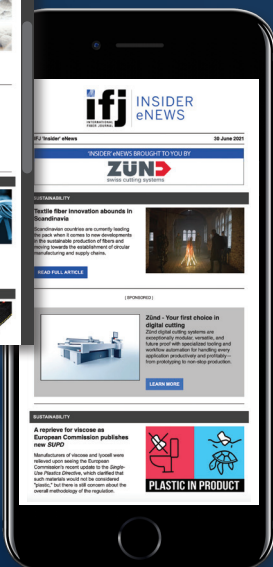


▶ INTERNAL CONTENT PAGE



◀◀ SHOWFLOOR SHOWCASE

Sponsors receive all three 'Insider' eNews ad units, as shown here



INTERSTITIAL ▼

▲ 'INSIDER' ENEWS TAKEOVER

DIGITAL ISSUE TAKEOVER ▼

WEBSITE ADVERTISING

WEBSITE DISPLAY AD RATES (NET)

Size	2 mo.	4 mo.	6 mo.	12 mo.
728x90 – Leaderboard	\$2,000	\$3,400	\$4,500	\$8,000
300x250 – Medium Rectangle	\$1,600	\$2,800	\$3,500	\$6,000
300x600 – Half Page (inside pages only)	\$1,550	\$2,650	\$3,350	\$5,000
970x90 – Super Leaderboard (home page only)	\$1,500	\$2,500	\$3,200	\$4,500

CUSTOM HIGH-IMPACT DIGITAL UNITS:

Interstitial Ad, Brandscape, Adhesion

Additional customizations available.
All pricing upon request.

EMAIL MARKETING & SPONSORED CONTENT

ENEWSLETTER AD RATES (NET)

Size	Rate
728x90 – Leaderboard	\$600
300x250 – Medium Rectangle	\$500
Native Ad – Custom (40 words + 600x400 pixel photo with link)	\$1,250
eNews Takeover – Includes 728x90 Leaderboard, 300x250 Medium Rectangle, and Native Ad (40 words + 600x400 pixel photo with link)	\$2,200

SPONSORED CONTENT (NET) See Page 8 for Details!

Size	Rate
Showfloor Showcase (Trade Show Exhibitor Profile w/ E-Blast, Print, Web Promotion)	\$1,250
Solution Center (Topical Company/Technology Profile w/ E-Blast, Print, Web Promotion)	\$1,250
Custom E-Blast (See page 8 for description)	\$2,250
Digital Issue Takeover (See page 8 for description)	\$2,500
Webinar (See page 8 for description)	\$9,500

NEW! VIDEO MARKETING (VIMEO / YOU TUBE LINK REQUIRED)

Limited Quantities. Add Video to Your Email or Website Marketing (30 seconds)

Video E-Blast with Native Ad - E-Blast with 40 words + 600x400 pixel photo with link. (1 placement) Ask us about placements!	\$2,150
Video on Website in "Sponsored Video" Section (2 months) Mentioned in E-Newsletter!	\$2,500
Embed Your Video in Magazine Flipbook (1 month) Mentioned in Enewsletter!	\$1,500

SHOWFLOOR SHOWCASE

Highlight your company's presence at the industry's most important trade shows and conferences in conjunction with editorial show preview.

Our "Showfloor Showcase" program is an integrated marketing opportunity designed to maximize your company's visibility and traffic to your exhibit during specific industry events. This multi-platform campaign includes exposure:

- **IN PRINT:** Full-page Exhibitor Profile (500-600 words with supporting visuals) within pre-show editorial coverage
- **ONLINE:** Exhibitor Profile on *IFJ.com* or *FiltNews.com* with 12-month featured promotion
- **E-Blast:** Exhibitor Profile featured in show-specific "Showcase" E-Blast campaign

PRICE: \$1,250 net (Only available to companies who run a companion Full or Half Page Brand Ad in the same edition.)

SOLUTION CENTER

Highlight your company's solutions alongside topic-specific editorial coverage with an integrated print, online & E-Blast marketing campaign.

Our "Solution Center" program is an integrated marketing opportunity that focuses on a specific editorial topic that aligns with your company's messaging, products and services. This multi-platform campaign includes exposure:

- **IN PRINT:** Full-page Company Profile (500-600 words with supporting visuals) within topic-specific editorial coverage
- **ONLINE:** Company Profile on *IFJ.com* or *FiltNews.com* with 12-month featured promotion
- **E-Blast:** Company Profile featured in topic-specific "Solution Center" E-Blast campaign.

PRICE: \$1,250 net (Only available to companies who run a companion Full or Half Page Brand Ad in the same edition.)

DIGITAL ISSUE TAKEOVER

Package includes:

- "Brought to You By" E-Blast
- Full-page digital ad placement opposite the digital edition front cover
- Your company logo positioned on the digital issue front cover
- All branding elements include live links to your website

PRICE: \$2,500 net (Only available to companies who run a companion Full or Half Page Brand Ad in the same edition.)

CUSTOM E-BLAST

Package includes:

- Provide us with custom "thought leadership" content focused on the solutions that your company products and services bring to the marketplace
- We promote your content with a dedicated E-Blast to our qualified promotional database
- The reach is maximized with featured placement of your content on our website for 12 months

PRICE: \$2,250 net

CUSTOM WEBINAR

INDA Media Custom Webinar includes a full campaign from start to completion that delivers targeted leads from our vibrant readership and community. It includes all registration, print and digital advertising, social media and website marketing, reminder & follow up emails, leads list, on-demand access online for one year, and full summary reports. INDA Media serves as host of the event through our platform. Each effort lasts 6-8 weeks to event. Inquire about specifics today!

PRICE: \$9,500 net

NEW! SHOW TARGETED E-BLASTS

DOUBLE YOUR SHOW ATTENDANCE EXPOSURE IN TWO DEDICATED E-BLASTS!

Attendees & prospects will receive an **exclusive custom Insider E-Newsletter** in the *IFN* or *IFJ* PRE-SHOW and POST-SHOW E-BLAST with news about events held by INDA, the Association of the Nonwoven Fabrics Industry. This is an exclusive opportunity to reach attendees directly to highlight your booth presentation, *plus* reach the promotional email list for the *IFN* or *IFJ*, reaching thousands! E-Blasts will be sent three weeks prior and post event. *Advertiser must be an exhibitor at the targeted e-blast show.* **Show Targeted E-Blast includes the following valuable promotional value:**

Choose the show(s) you are attending and the package you want to run:

<input type="radio"/> WOW June 17-20, 2024 Minneapolis, MN	<input type="radio"/> RISE Oct. 1-2, 2024 NCSU/Raleigh, NC	<input type="radio"/> Hygienix Nov. 18-24, 2024 Nashville, TN	<input type="radio"/> IDEA 2025/FiltXPO April 23-25, 2025 Miami Beach, FL
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☐ **Premiere Exhibitor E-Blast Package.**

For both pre- and post-show editions, 2 premium spots are available per show, on first-come basis. **Price: \$4,500 per show**

- **728x90 Leaderboard Banner Ad at Top of E-Blast:** Leaderboard Ad appears in one of two TOP SPOTS of this email with clickable links directly to a URL of your choice.
- **Plus, benefits listed at right.**
Native Ad & Medium Rectangle Ad appear first in the email content for more top exposure.

☐ **Standard Exhibitor E-Blast Package.**

A Native Ad + Banner Ad Combo appears in both pre- and post-show editions.

Price: \$3,500 per show

- **Native Ad with Graphic:**
40 words about your show attendance + 600x400 pixel photo with clickable link to a URL of your choice.
- **300x250 Medium Rectangle:** Your digital ad is seen in both editions.

IFJ & IFN PRINT ADVERTISING SPECS



2-PAGE SPREAD
Bleed: 16.25 x 11"
Trim: 16 x 10.75"
Live: 15 x 9.75"

Bleed: 412.75 x 279.4mm
Trim: 406.4 x 273.05mm
Live: 381 x 247.65mm



FULL PAGE
Bleed: 8.25 x 11"
Trim: 8 x 10.75"
Live: 7 x 9.75"

Bleed: 209.55 x 279.4mm Trim:
203.2 x 273.05mm
Live: 177.8 x 247.65mm



1/2PAGE SPREAD
Bleed: 16.25 x 5.5"
Trim: 16 x 5.375"
Live: 15 x 4.375"

Bleed: 412.75 x 279.4mm
Trim: 406.4 x 273.05mm
Live: 381 x 247.65mm



2/3 VERTICAL
Non-Bleed:
4.625 x 9.5"

Non-Bleed:
117.475 x 241.3mm



1/2 HORIZONTAL
Non-bleed: 7 x 4.875"
Bleed: 8.25 x 5.5"
Trim: 8 x 5.375"
Live: 7 x 4.875"

Non-Bleed: 177.8 x 123.825mm
Bleed: 209.55 x 139.7mm
Trim: 203.2 x 136.525mm
Live: 177.8 x 123.825mm



1/2 VERTICAL
Non-bleed: 3.375 x 9.5"
Bleed: 4 x 11"
Trim: 3.875 x 10.75"
Live: 3.375 x 9.75"

Non-Bleed: 85.725 x 241.3mm
Bleed: 101.6 x 279.4mm
Trim: 98.425 x 273.05mm
Live: 85.725 x 247.65mm



1/2 ISLAND
Non-bleed: 4.625 x 7.25"
Bleed: 5.25 x 7.875"
Trim: 5.125 x 7.75"
Live: 4.625 x 7.25"

Non-Bleed: 117.475 x 184.15mm
Bleed: 133.35 x 200.025mm
Trim: 130.175 x 196.85mm
Live: 117.475 x 184.15mm



1/3 VERTICAL
Non-bleed: 2.1875 x 9.5"
Bleed: 2.8103 x 11"
Trim: 2.6853 x 10.75"
Live: 2.1875 x 9.5"

Non-Bleed: 55.5625 x 241.3mm
Bleed: 71.381 x 279.4mm
Trim: 68.206 x 273.05mm
Live: 55.5625 x 241.3mm



1/3 HORIZONTAL
Non-bleed: 7 x 3.375"
Bleed: 8.25 x 4"
Trim: 8 x 3.875"
Live: 7 x 3.375"

Non-Bleed: 177.8 x 85.725mm
Bleed: 209.55 x 101.6mm
Trim: 68.206 x 273.05mm
Live: 177.8 x 85.725mm



1/3 SQUARE
Non-bleed:
4.625 x 4.875"

Non-Bleed:
117.475 x 123.825mm



1/4 HORIZONTAL
Non-bleed:
7 x 2.375"

Non-Bleed:
177.8 x 60.325mm



1/4 VERTICAL
Non-bleed:
3.4375 x 4.875"

Non-Bleed:
87.3125 x 123.825mm

SIZE

Your sales representative should supply you with your ad size. All ad sizes in inches.

COLOR

All ads should be supplied in either CMYK (Cyan, Magenta, Yellow & Black) or Grayscale (Black & White) color mode. RGB and PMS spot colors should not be used. Any elements not set as CMYK or Grayscale will be automatically converted to the appropriate color mode in our ad processing system. This may cause a change in the appearance of the images. A Rich Black Build (C60, M40, Y40, K100) is preferred for large areas of black in backgrounds only - not for text.

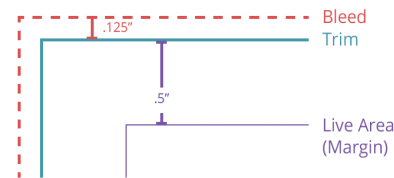
ARTWORK RESOLUTION

Recommended resolution is 300 dpi at final crop dimensions for images. Images taken from websites often use a much lower resolution (72 dpi) and do not print clearly. Numerically enhancing resolution in Adobe Photoshop® or other software will not improve the clarity of the images.

FILE TYPE

A high-resolution, print-ready PDF is required. Production charges may be applied to process other file types received. Production charges are outlined on the Terms & Conditions page (supplied separately upon request).

Upper left-hand corner of page



BLEED - .125" outside of trim.

Bleed is the printable area outside the trim line that will be cut away during the printing process to ensure a background color or graphic will run off the edge with no visible margin on the outside edge.

TRIM - Document edge.

Trim is the size of the completed document from edge to edge. The trim size is the same as the document size in Adobe InDesign®. All ads that go to the trim edge should include a .125" bleed on all four sides.

LIVE AREA (MARGIN) - .5" from trim.

Non-bleed ads are positioned on the margin line, .5" from the trim. All critical graphics and text should be positioned inside the margin lines.



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