

Housing

Deadlines:

Email Topic	File Type/Notes	Artwork Due	Final Artwork Due
Confirmation Email	See specs on page 2	Wednesday, December 14, 2022	Wednesday, December 21, 2022
Registration Emails from DDW	Ad size: 600x75 File Type: .jpeg Click-through: Provide URL (please add UTM code for tracking)	Wednesday, December 14, 2022	Wednesday, December 21, 2022
Hotel Gallery Card	See Specs on Page 2	Wednesday, December 14, 2022	Wednesday, December 21, 2022
Hotel Key Cards	See specs on following pages. Must include "Welcome to DDW" or something similar.	TBD	TBD

Contact:

Companies #-G:

Nia Murphy
Account Manager,
Industry Sales and Operations
nmurphy@gastro.org

Companies H-Z:

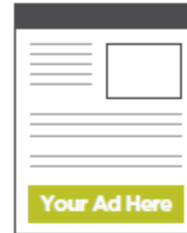
Tessa Ayala
Account Manager,
Industry Sales and Operations
tayala@gastro.org

Specs:

AD SPECIFICATIONS

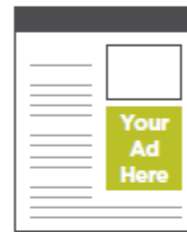
Individual Confirmation Emails - Included In AdBox Package:

- › Ad Dimensions: 680 pixels (w) by max. 100 pixels (h)
- › Acceptable Files Types: GIF, JPEG
- › Max File Weight: 40k
- › Animation/Looping Restrictions: see below*



Group Confirmation Emails - Included In AdBox Package:

- › Ad Dimensions: 250 pixels (w) by max. 300 pixels (h)
- › Acceptable Files Types: GIF, JPEG
- › Max File Weight: 40k
- › Animation/Looping Restrictions: see below*



Hotel Gallery Card - Included In AdBox Package:

- › Ad Dimensions: 200 pixels (w) by max. 325 pixels (h)
- › Acceptable Files Types: PNG, JPEG
- › Max File Weight: 40k
- › Animation/Looping Not Allowed



Email Campaigns - Optional A La Carte Add-on:

- › Ad Dimensions: 580 pixels (w) by max. 100 pixels (h)
- › Acceptable Files Types: GIF, JPEG
- › Max File Weight: 40k
- › Animation/Looping Restrictions: see below*



*Email Animation/Looping Restrictions:

onPeak is not responsible for any animation display issues due to the limitations of html email and email clients.

- › Max Animation Time: 15 seconds or 3 loops, whichever is shorter (all animation, including loops, must stop at 15 seconds)
- › Audio: no sound

Specifications for Customer Supplied Artwork

Software Applications

PLI's Prepress Department is Mac-based. We accept artwork created in most industry-standard software applications, including the current versions of **Adobe InDesign, Illustrator** and **Photoshop**. Please do not submit Microsoft Word, Excel, Power Point or Publisher files. High resolution PDFs are accepted – please make sure files include bleed. Also include a directional arrow in the design unless the keycard is RFID technology. If you have questions about any of these specifications, please call ☎ (800) 752-1017.

File Info & Formats

Please submit vector artwork whenever possible.

If creating artwork in Photoshop, please submit layered, CMYK files. Resolution should be 300 at actual size.

Do not send low resolution images from the internet.

Supply all necessary fonts and images.

Package your documents to ensure everything is included.

All type should be at least 6pt. in size.

To be legible, reversed type should be at least 8pt.

Artwork using PMS colors and Photoshop duotone files are accepted.

Keep all non-bleed elements (logos, etc.) 1/8" inside all edges of the keycard.

Bleed, if applicable, should extend 1/8" beyond the edges of the card.

All rules and outlines should be .5 pt. or greater.

Spot colors can be converted to CMYK but cannot be guaranteed to match the specified PMS color when printed as process.

Artwork Emailing & FTP Instructions

Email attachments should be less than 10 Mb and can be emailed to your customer service rep. If you do not have one, please call ☎ (800) 752-1017.

It is a good practice to compress your artwork files (Stuff or Zip).

Larger files can be submitted via our web site – www.plicards.com:

Click on the "Submit Artwork" link on our home page, then fill out the information fields (please include your sales representative's name if you know it) and click the browse button to select your artwork file. When you click the "Submit" button your artwork will be uploaded to our Graphics Dept. and you should receive an email confirming receipt.

Contact Information

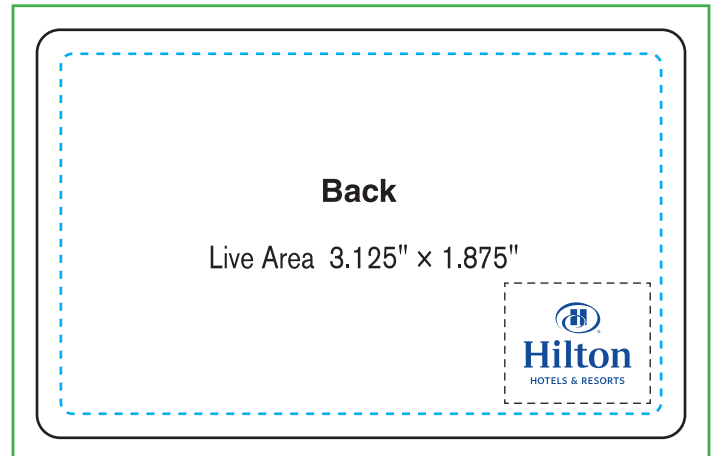
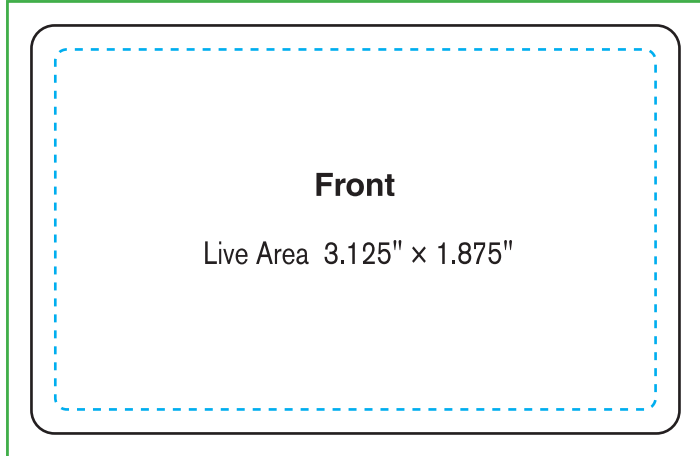
Phone: (800) 752.1017 • Fax: (828) 418.8203 • Email: info@plicards.com

HILTON RFID Template

RFID

3.375" x 2.125"

Bleed Area 3.625" x 2.375"



Please note that RFID keycards do not require a directional arrow.

LOGO/BOX COLOR VARIATIONS SHOWN ARE THE ONLY APPROVED REPLACEMENT OPTIONS .

HILTON BOX DIMENSIONS: .7573"W X .6259"H
THE LOGO MAY BE MOVED, BUT MUST BE AT LEAST THIS SIZE.

FULL COLOR STANDARD OVER WHITE BACKGROUND



WHITE OVER DK BLUE



DK BLUE OVER LT BLUE BACKGROUND



WHITE OVER BLACK BACKGROUND



EXAMPLE

Notice bleed area extends past die cut area $\frac{1}{8}$ "



Keycard die cut

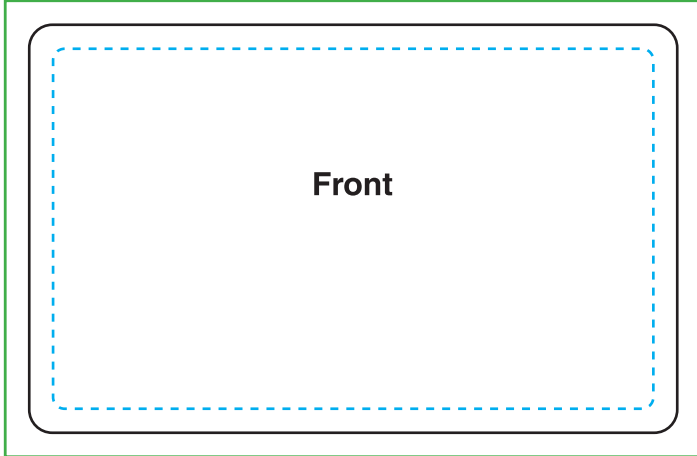
Notice all non-bleed images (logos, text) are $\frac{1}{8}$ " from die cut edge

Non-bleed images should not be closer than $\frac{1}{8}$ " to all card edges.

RFID

3.375" × 2.125"

Bleed Area 3.625" × 2.375"



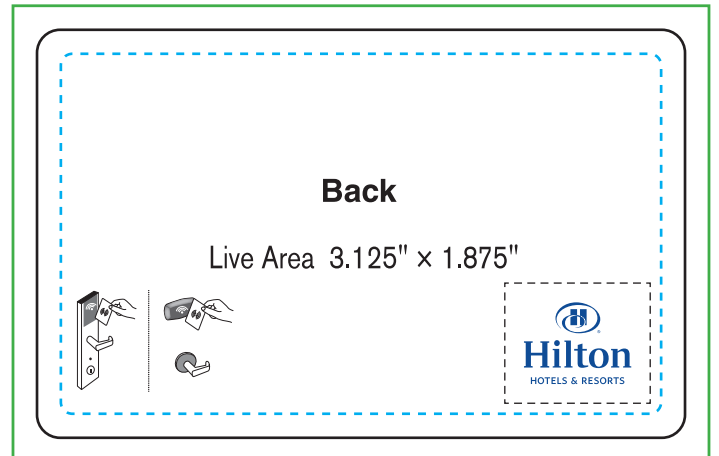
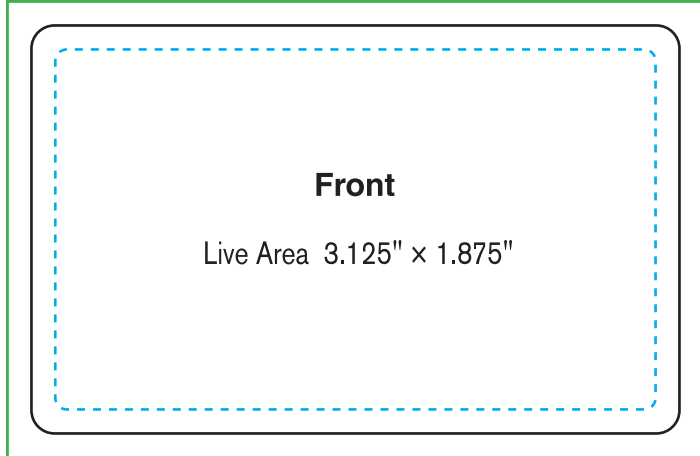
The hotel logo may be placed anywhere on the card, but it must be legible and at least this size. Color must be as shown.

HILTON RFID Template

RFID

3.375" x 2.125"

Bleed Area 3.625" x 2.375"



Please note that RFID keycards do not require a directional arrow.

Lock instructions may be moved but must remain this size.

HILTON BOX DIMENSIONS:
.7573"W X .6259"H
THE LOGO MAY BE MOVED,
BUT MUST BE AT LEAST THIS SIZE.

LOGO/BOX COLOR VARIATIONS
SHOWN ARE THE
ONLY APPROVED
REPLACEMENT OPTIONS .

EXAMPLE

Notice bleed area extends past die cut area $\frac{1}{8}$ "



Notice all non-bleed images (logos, text) are $\frac{1}{8}$ " from die cut edge

Non-bleed images should not be closer than $\frac{1}{8}$ " to all card edges.

FULL COLOR STANDARD
OVER WHITE BACKGROUND



WHITE OVER DK BLUE



DK BLUE OVER
LT BLUE BACKGROUND



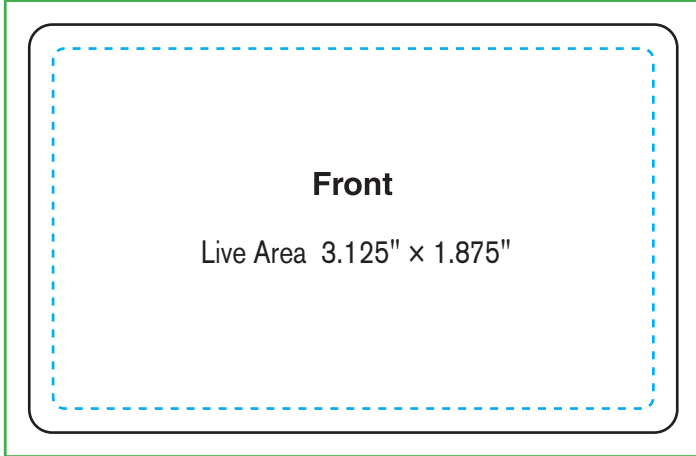
WHITE OVER
BLACK BACKGROUND



RFID

3.375" x 2.125"

Bleed Area 3.625" x 2.375"



Please note that RFID keycards do not require a directional arrow.

EXAMPLE

Notice bleed area extends past die cut area $\frac{1}{8}$ "



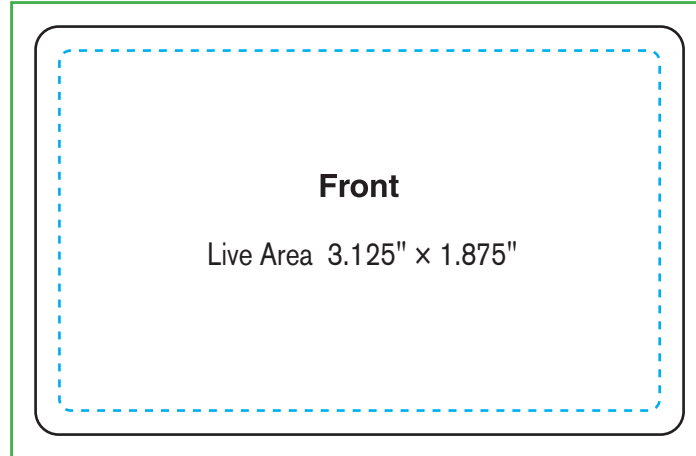
Non-bleed images should not be closer than $\frac{1}{8}$ " to all card edges.

Notice all non-bleed images (logos, text) are $\frac{1}{8}$ " from die cut edge

RFID

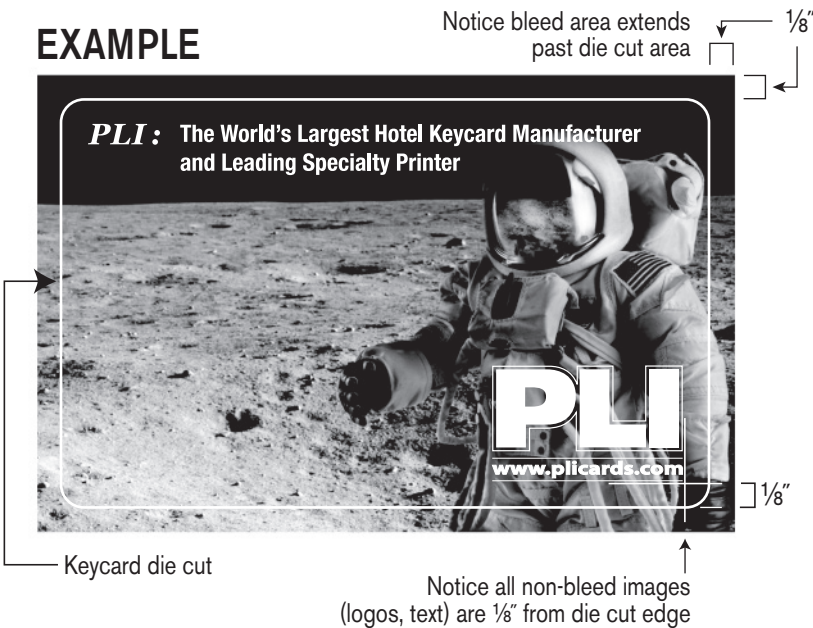
3.375" × 2.125"

Bleed Area 3.625" × 2.375"



Please note that RFID keycards do not require a directional arrow.

EXAMPLE



Non-bleed images should not be closer than $\frac{1}{8}$ " to all card edges.



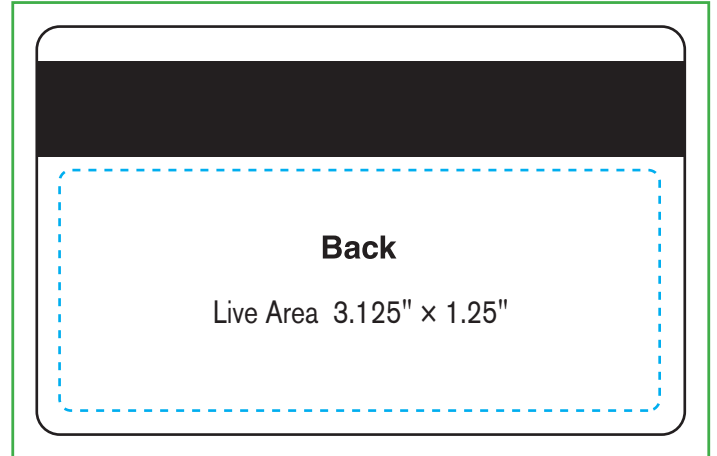
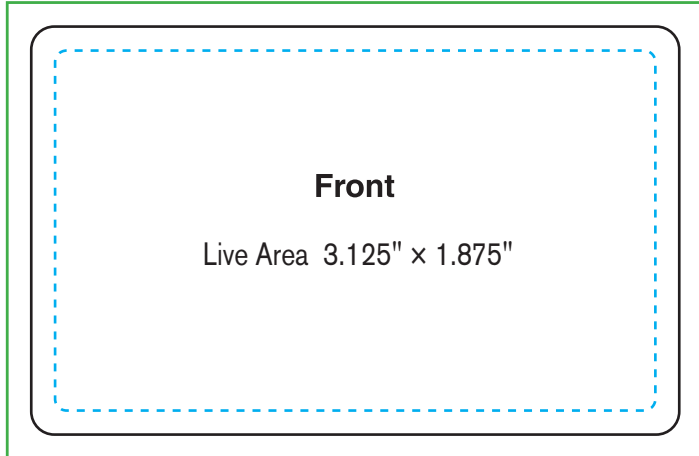
Card Marketing Solutions
www.plicards.com

605 Sweeten Creek Industrial Park
Asheville, NC 28803
Ph: (800) 752-1017
Fax: (828) 418-8203
Email: info@plicards.com

CR80

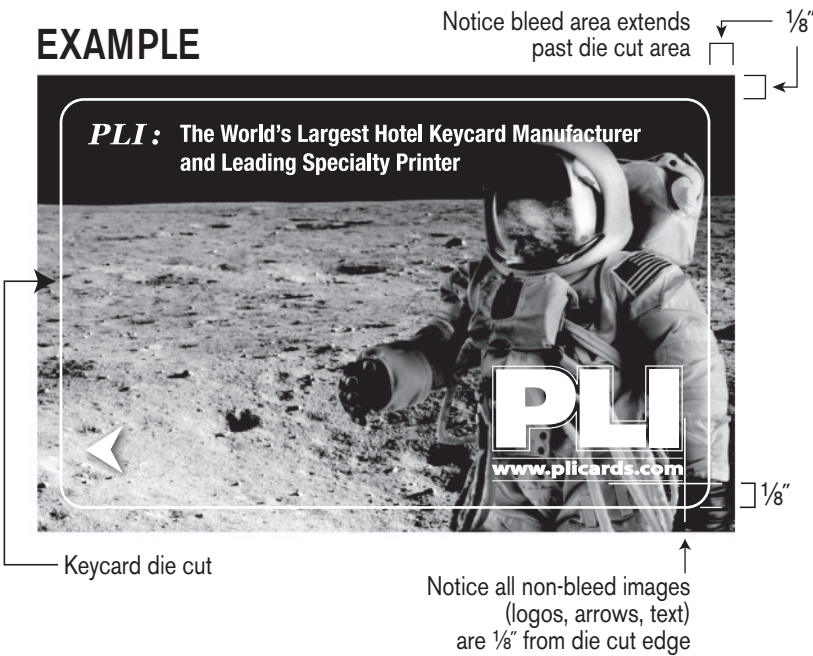
3.375" x 2.125"

Bleed Area 3.625" x 2.375"



Please add a directional arrow to the front which points to the left.

EXAMPLE



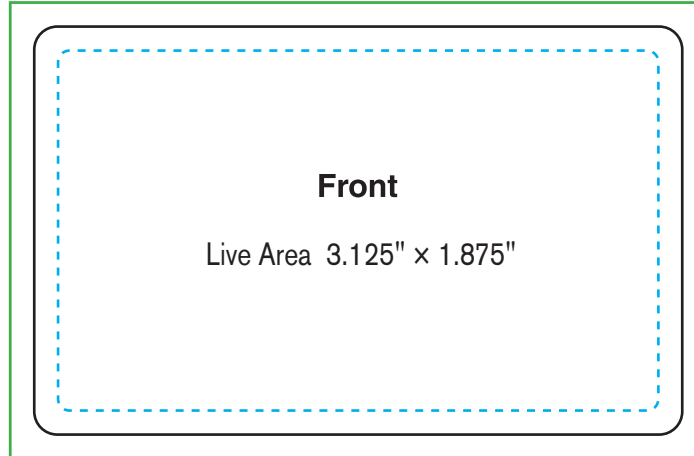
Non-bleed images should not be closer than 1/8" to all card edges.

Don't forget to add arrows.

CR80

3.375" x 2.125"

Bleed Area 3.625" x 2.375"



Please add a directional arrow to the front which points to the left.

EXAMPLE

The example shows a keycard with a black and white photograph of an astronaut on the moon. The PLI logo and website are in the bottom right. A white arrow points left in the bottom left corner. Annotations include: "Keycard die cut" pointing to the left edge; "Notice bleed area extends past die cut area" with a 1/8" dimension line at the top right; and "Notice all non-bleed images (logos, arrows, text) are 1/8" from die cut edge" with a 1/8" dimension line at the bottom right.

Non-bleed images should not be closer than 1/8" to all card edges.

Don't forget to add arrows.