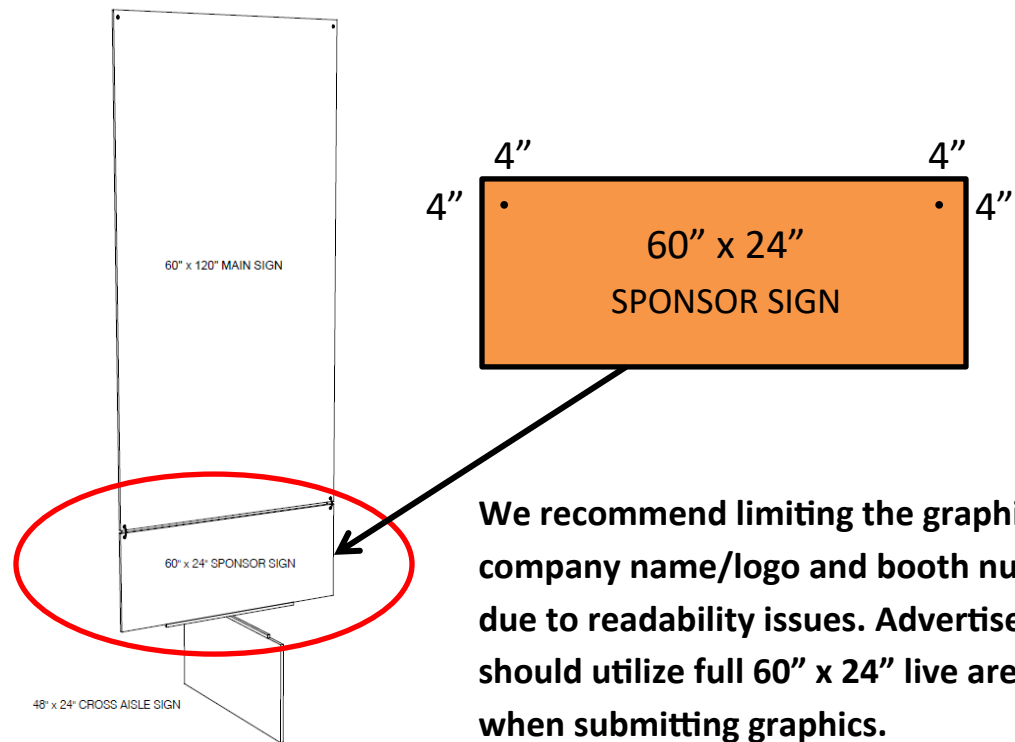


# MATERIAL SPECIFICATIONS

## AISLE SIGNS



**We recommend limiting the graphics to company name/logo and booth number due to readability issues. Advertiser should utilize full 60" x 24" live area when submitting graphics.**

Standard PMS colors are preferred in order to match the desired outcome. If CMYK colors are provided, they will be printed "as is" as no color matching can be done. No metallic ink or fluorescent color.

Standard material used will be 1/2" REBOARD with 2 grommets on the top only. No vinyl and no stitching.

**Note:** placement of grommets are 4" down and 4" in from the sides. Keep all logos and text out of this area to keep them from being in the same area as the grommets.

Advertiser may supply up to 5 different images for the aisle sign. Advertiser can request placement of images in specific aisles, otherwise placement will be random throughout the hall and is determined by RSNA.

See the Freeman Graphics Artwork Guidelines linked on our Sponsorship Production [page](#) for additional information.

Submission instructions for creative files will be provided closer to the material deadline. Questions? Contact the RSNA sponsorship team at [sponsors@rsna.org](mailto:sponsors@rsna.org).