The Philadelphia Gift Show
July 22-25, 2012 ~ Oaks, PA

DIRECTORY and PRODUCT PREVIEW GUIDE AD SPACE RESERVATION FORM

☐ **Product Preview Guide Advertising** ***Deadline:* April 9, 2012**

Run an ad in the Product Preview Guide that is mailed out to all pre-registered & prospective attendees. In addition to seeing your ad prior to the show, buyers will have the ability to place orders & make appointments before they step foot in your booth.

____ Full Page: 4- Color $1250** ____ Quarter Page: 4- Color $700**
____ Half Page: 4- Color $1000**

☐ ****AS AN ADDED BONUS,** you can purchase an Ad in BOTH Publications!

____ Full Page: 4- Color In BOTH the Product Preview Guide & Show Directory $1500*
(*$250 additional fee for covers & page 1 for the directory).

____ Half Page: 4- Color In BOTH the Product Preview Guide & Show Directory $1200*

☐ **NEW OFFER!** Purchase a **¼ page ad** in the **product preview guide** and receive a **25%** discount on either a ½ page or a full page ad in the directory. (Please note, ¼ page ads are only offered in the product preview guide)

☐ **Directory Advertising** ***Directory Materials Deadline:* June 1, 2012**

Run an ad in the show directory handed out on-site to all registered attendees. In addition to seeing your ad at the show, buyers will refer to it after the show when they use the directory as a reference tool.

TRIM (final size of publication): 5 1/4" wide X 8 1/4" deep

FULL PAGE AD (no bleed): 4 1/2" wide X 7 1/2" deep (Bleeds should exceed trim size by 1/2")

HALF PAGE AD: 4 1/2" wide X 3 5/8" deep

Check one:

4-Color		**Black & White**	
_____Inside Front Cover	$950	____ Full Page	$275
_____ Inside Back Cover	$950	____ Half Page	$175
_____ Page 1(Premium Position)	$950		
_____ Outside Back Cover	$950	**Logo Listing**	
_____ Full Page	$650	____ 1"x1" Black & White	$100
_____ Half Page	$425		

~ An extra $25 will apply to all Specific page requests other then the Covers and Page 1
~~ A $75 FEE WILL BE ADDED TO ALL ADS THAT ARE NOT CAMERA READY ~~
~~~ ALL ADS MUST BE PAID PRIOR TO PUBLISHING ~~~

All rates are net. Show Management reserves the right to reject any advertising at any given time.

To reserve your space, fax this form to:
678.285.7469
or mail to:
Urban Expositions
Attn: Matt Miller or Evan Shoda
1690 Roberts Blvd., NW Suite 111
Kennesaw, GA 30144
Questions?
Call Matt or Evan at
678.370.0343 or 678.370.0322 or e-mail
mmiller@urban-expo.com or
eshoda@urban-expo.com

Your Information:

Company: _____

Authorized by: _____

Address: _____

City: _____State: _____Zip: _____

P: _____ F: _____

e-mail: _____

Comments: _____

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