

STAND OUT WITH AN AD IN THE PHILADELPHIA GIFT SHOW PRODUCT PREVIEW GUIDE!

Reach Thousands Of Retailers In Advance Of The Show!

Fill out this form to reserve your space. DEADLINE April 9, 2012

Increase your exposure with an ad in the Philadelphia Gift Show Product Preview Guide. This piece is mailed out to thousands of prospect attendees, as well as to all pre-registrants along with their admission badges. There is NO better opportunity for this type of pre-show exposure.

Full Page: 4- Color* ___ \$1250

Half Page: 4- Color* ___ \$1000

Quarter Page: 4- Color* ___ \$700

DEADLINE – April 9, 2012

PRODUCT PREVIEW GUIDE AD SPECS

TRIM: 7" x 10"

BLEED: 7.25" X 10.25"

FULL PAGE (Non bleed): 6.5" x 9.5"

HALF PAGE (Vertical): 3.25" Wide X 9.5" High

HALF PAGE (Horizontal): 6.5" Wide X 4.75" H

QUARTER PAGE: 3.25" Wide X 4.75" High

SPECIAL DEALS

- **AS AN ADDED BONUS**, you can purchase a full page ad in **both** the Product Preview Guide and the Directory for one price of only \$1500. (\$250 additional fee for directory covers)
- You can purchase one half-page ad in **both** the Product Preview Guide and Directory for one price of only \$1200.
- Purchase a ¼ page ad in the Product Preview Guide and receive a 25% discount on a ½ page or full-page ad in the directory. (Please note, ¼ page ads are only offered in the product preview guide, not in the directory)

MATERIAL SPECIFICATIONS:

Digital files only are accepted in the format listed below. DO NOT send film or separations.

PDF: Acrobat PDF files are accepted at high resolution (300 dpi)

Quark Xpress 4.1 or higher: Provide high resolution (300 dpi or higher) images in position, along with proof. Include all fonts, tifs and eps files.

Fully composed Photoshop or Illustrator files: Provide in native files (as, psd or .ai file) with all supporting fonts and images.

E-MAILING: If you are e-mailing your ad you must first compress it (ZIP or Stuffit). As above you must include all components of the ad (fonts, images, etc.) Please identify the ad or representatives' name. Email ad material to: mmiller@urban-expo.com or eshoda@urbanexpo.com

FTP Site: Contact Matt Miller or Evan Shoda for FTP information. Email: mmiller@urban-expo.com or eshoda@urban-expo.com or call 678.370.0343 or 678.370.0322 for more information.

Send Materials to: Urban Expositions

Ph: (678) 285-3976 Fx: (678) 285-7469

E-mail: mmiller@urban-expo.com or eshoda@urban-expo.com

Attn: Matt Miller or Evan Shoda

1690 Roberts Blvd., Suite 111

Kennesaw, GA 30144