

Advertising

What is the Product Preview Guide?

- Guide featuring exhibitor supplied product images.
- Full Show Preview Guide promoted to thousands of pre-registered retailers and prospective attendees on our website, in attendee emails and on our social sites.
- Purchase an ad in the Preview Guide and buyers will have the ability to place orders and make appointments before they step foot in your booth.

What is the Pocket Guide?

The Philadelphia Gift Show pocket guide is handed out on-site to all registered attendees featuring complete vendor information. In addition to seeing your ad at the show, buyers will refer to it after the show when they use it as a reference tool.

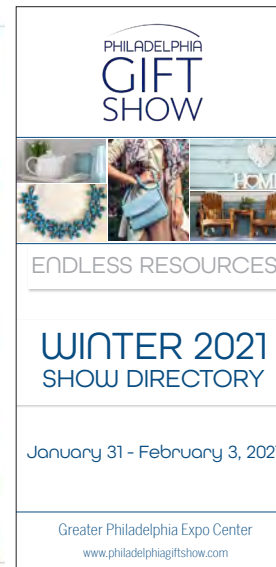
What is the Pocket Guide Addendum?

Addendums are included with every pocket guide handed out at registration and include the most updated even information as well as late listings.

See next page for complete details!



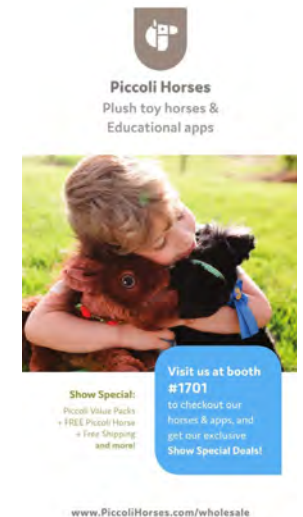
Your Product Shot Here



Pocket Guide Cover



Your Product Preview Guide Ad Here



Your Pocket Guide Ad Here

Advertising Upgrades

	PRODUCT PREVIEW GUIDE (PPG)	POCKET GUIDE	DEADLINE
FULL PAGE COLOR AD	\$750	N/A	OCTOBER 22
PREMIUM FULL PAGE COLOR AD <i>Inside Front Cover or Page 1 Premium</i>	\$1200	\$750	PPG - OCTOBER 22 POCKET GUIDE - DECEMBER 9
PREMIUM FULL PAGE COLOR AD <i>Inside Back Cover</i>	SOLD	\$500	PPG - OCTOBER 22 POCKET GUIDE - DECEMBER 9
PREMIUM FULL PAGE COLOR AD <i>Back Cover</i>	SOLD	\$1000	PPG - OCTOBER 22 POCKET GUIDE - DECEMBER 9
HALF PAGE COLOR AD	\$600	N/A	PPG - OCTOBER 22
QUARTER PAGE COLOR AD	\$450	N/A	PPG - OCTOBER 22
FULL PAGE B/W AD	N/A	\$300	POCKET GUIDE - DECEMBER 9
HALF PAGE B/W AD	N/A	\$190	POCKET GUIDE - DECEMBER 9
PRODUCT IMAGE INCLUSION IN PRODUCT PREVIEW GUIDE	FREE	N/A	FULL SHOW PREVIEW GUIDE INCLUSION - OCTOBER 22

Additional Print Advertising Option:

Exclusive Directory Addendum Sponsor \$500 - Company logo and information prominently displayed on the official show directory addendum insert. Deadline: December 18, 2020

Advertising Specs

POCKET GUIDE AD SPECS

TRIM (final size of publication): 4" wide X 8 1/2" deep

FULL PAGE AD (no bleed): 3 1/2" wide X 7 3/4" deep

(Bleeds should exceed trim size by 1/2")

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

(included in show fee)

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

MATERIAL SPECIFICATIONS

- Please send a 4-color ad for the pocket guide.
- Half page ads will be converted to a grayscale for the printed onsite pocket guide.
- 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)
 - Fully composed Photoshop, Illustrator or Indesign files: Provide in native files (.ai, .psd or .indd 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 all the ad (fonts, images, etc.) Please identify the ad or representatives' name.
- *An extra \$25 will apply to all specific page requests other than the covers.*
- *A \$75 fee will be added to all ads that are not print 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.*

SEND AD MATERIALS TO:

Breanna Pitts

breanna.pitts@clarionevents.com

(253) 212-3006