

# Advertising



## PRODUCT PREVIEW GUIDE

*Deadline: November 17*

This guide features exhibitor supplied product images and is promoted to thousands of prospective attendees and pre-registered buyers. It is featured on our website, in attendee emails and on our social sites. Buyers use this to help plan their time at the show and place orders. Purchase an ad to ensure your company stands out and drive traffic to your booth.

**See next page for pricing**

## SHOW DIRECTORY

*Deadline: December 8*

The Philadelphia Gift Show directory features vendor information and alphabetical listing of companies and lines as well as products by category. It is distributed on-site and posted on our website, giving attendees access to your information before, during and after the show. There's no better way to ensure your company is noticed by every attendee than with an ad.

**See next page for pricing**

## EXCLUSIVE DIRECTORY-ADDENDUM SPONSOR

*Deadline: January 19*

Company logo and information prominently displayed on the official show directory addendum insert. Addendums are inserted into every directory handed out on show site.

**\$500**



# Advertising Rates

	<b>PRODUCT PREVIEW GUIDE</b>	<b>SHOW DIRECTORY</b>
	<i>DEADLINE: NOVEMBER 17</i>	<i>DEADLINE: DECEMBER 8</i>
Full Page Color Ad	\$500	-
Half Page Color Ad	\$400	-
Quarter Page Color Ad	\$300	-
Premium Full Page Color Ad (Inside Front or Inside Back Cover)	\$600	\$200
Premium Full Page Color Ad (Outside Back Cover)	\$750	\$300
Full Page Black/White Ad	-	\$125
Half Page Black/White Ad	-	\$100
Custom Line Listing	-	\$300

# Advertising Specs

## PREVIEW GUIDE AD SPECS (width x height)

- **TRIM (final size of publication):** 7" x 10"
- **BLEED:** 7.25" x 10.25"
- **FULL PAGE (non-bleed):** 6.5" x 9.5"
- **HALF PAGE (vertical):** 3.125" x 9.5"
- **HALF PAGE (horizontal):** 6.5" x 4.625"
- **QUARTER PAGE:** 3.125" x 4.625"

## POCKET DIRECTORY AD SPECS (width x height)

- **TRIM (final size of publication):** 4" x 8.5"
- **BLEED:** 4.25" x 8.75"
- **FULL PAGE AD (non-bleed):** 3.5" x 8"
- **HALF PAGE AD:** 3.5" x 3.875"

## MATERIAL SPECIFICATIONS

Only digital files only are accepted. DO NOT send film or separations.

- **PDF FILES REQUIRED:** Acrobat PDF files are accepted at high resolution (300 dpi)
- **E-MAILING:** If you are e-mailing a large file, your ad you must first compress it (ZIP or Stuffit). 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:

**Kate Gloss**

Exhibitor Services Manager

[Kate.Gloss@clarionevents.com](mailto:Kate.Gloss@clarionevents.com)

203-545-4244