

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.



Your Product Shot Here



Your Product Preview Guide Ad Here

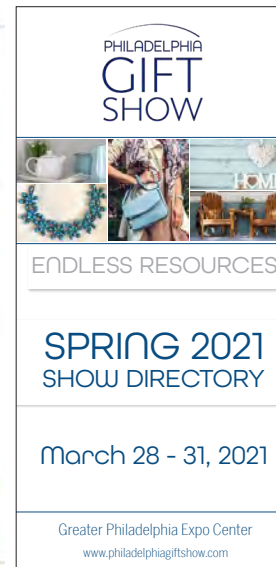
What is the Pocket Guide?

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!



Pocket Guide Cover



Your Pocket Guide Ad Here

Advertising Upgrades

	PRODUCT PREVIEW GUIDE (PPG)	POCKET GUIDE	RESERVATION DEADLINE
FULL PAGE COLOR AD	\$750	N/A	JANUARY 22
PREMIUM FULL PAGE COLOR AD <i>Inside Front Cover or Page 1 Premium</i>	\$1200	\$750	PPG - JANUARY 22 POCKET GUIDE - FEBRUARY 11
PREMIUM FULL PAGE COLOR AD <i>Inside Back Cover</i>	SOLD	\$500	PPG - JANUARY 22 POCKET GUIDE - FEBRUARY 11
PREMIUM FULL PAGE COLOR AD <i>Back Cover</i>	SOLD	\$1000	PPG - JANUARY 22 POCKET GUIDE - FEBRUARY 11
HALF PAGE COLOR AD	\$600	N/A	PPG - JANUARY 22
QUARTER PAGE COLOR AD	\$450	N/A	PPG - JANUARY 22
FULL PAGE B/W AD	N/A	\$300	POCKET GUIDE - FEBRUARY 11
HALF PAGE B/W AD	N/A	\$190	POCKET GUIDE - FEBRUARY 11
PRODUCT IMAGE INCLUSION IN PRODUCT PREVIEW GUIDE	FREE	N/A	FULL SHOW PREVIEW GUIDE INCLUSION - JANUARY 22

Additional Print Advertising Option:

Exclusive Directory Addendum Sponsor \$500 - Company logo and information prominently displayed on the official show directory addendum insert. Deadline: March 5, 2021

Advertising Specs

PRODUCT PREVIEW GUIDE AD SPECS

MATERIALS DUE: JANUARY 26, 2021

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

POCKET GUIDE AD SPECS

MATERIALS DUE: FEBRUARY 16, 2021

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

FULL PAGE AD (with bleed): 4.25" X 8.75"*

HALF PAGE AD: 3 1/2" wide X 3 3/4" deep
(included in show fee)

**Please keep all important text within .25" of trim margins*

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:

Ana-Alyse Castelluccio
Exhibitor Services Manager

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Phone: 203-520-9887