

Print Advertising Upgrades

	PRODUCT PREVIEW GUIDE (PPG)	SHOW DIRECTORY	DEADLINE
Full Page Color Ad	\$750	N/A	PPG - April 13
Premium Full Page Color Ad- <i>Inside Front Cover or Page 1 Premium</i>	\$1,200	\$750	PPG- April 13 Directory- May 25
Premium Full Page Color Ad- <i>Inside Back Cover</i>	SOLD	\$500	PPG- PPG - April 13 Directory- May 25
Premium Full Page Color Ad- <i>Back Cover</i>	SOLD	\$1,000	PPG- April 13 Directory- May 25
Half Page Color Ad	\$600	N/A	Directory- May 25
Quarter Page Color Ad	\$450	N/A	PPG- April 13
Full Page Black/White Ad		\$300	Directory- April 13
Half Page Black/White Ad		\$190	Directory- April 13
Product Image Inclusion in Product Preview Guide	FREE	N/A	Full Show Preview Guide Inclusion: April 13

Additional Print Advertising Option:

Exclusive Directory Addendum Sponsor \$500 - Company logo and information prominently displayed on the official show directory addendum insert. Deadline: June 15, 2020

Print Advertising Specs

POCKET DIRECTORY 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

Send Ad Materials to:

Clarion Events, Inc.

Phone: (678) 285-3976

Fax: (678) 285-7469

E-mail: lisa.meyer@clarionevents.com

Attention: Lisa Meyer

1690 Roberts Blvd., Suite 111

Kennesaw, GA 30144

MATERIAL SPECIFICATIONS

- Please send a 4-color ad for the directory.
- Half page ads will be converted to **grayscale** for the printed onsite show directory.
- 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.
- FTP Site: Contact Lisa Meyer for FTP information. Email: lmeyer@urban-expo.com or call 678.285.0597 for more information.

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 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.