

# Print Publications Offer Fabulous Exposure

## > What is the Product Preview Guide?

- Guide featuring exhibitor supplied product images.
- Full Show Preview Guide mailed out to thousands of pre-registered retailers and prospective attendees.
- 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 Show Directory?

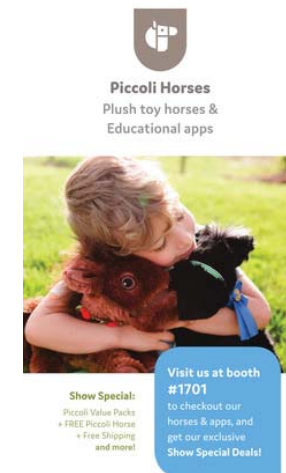
The Philadelphia Gift Show directory is handed out on-site to all registered attendees featuring complete vendor information. In addition to seeing your ad at the show, buyers will refer to it after the show when they use the directory as a reference tool.



Show Directory Cover

## > What is the Directory Addendum?

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



Your Show Directory Ad Here

See Next Page for complete details!

# Print Advertising Upgrades

	PRODUCT PREVIEW GUIDE (PPG)	SHOW DIRECTORY	DEADLINE
Full Page Color Ad	\$750	N/A	PPG- April 11
Premium Full Page Color Ad- <i>Inside Front Cover or Page 1 Premium</i>	\$1,200	\$750	PPG- April 11 Directory- June 1
Premium Full Page Color Ad- <i>Inside Back Cover</i>	N/A	\$500	PPG- April 11 Directory- June 1
Premium Full Page Color Ad- <i>Back Cover</i>	N/A	\$1,000	PPG- April 11 Directory- June 1
Half Page Color Ad	\$600	N/A	Directory- June 1
Quarter Page Color Ad	\$450	N/A	PPG- April 11
Full Page Black/White Ad	N/A	\$300	Directory- June 1
Half Page Black/White Ad	N/A	\$190	Directory- June 1
Product Image Inclusion in Product Preview Guide	FREE	N/A	Full Show Preview Guide Inclusion: April 11

## Additional Print Advertising Option:

**Exclusive Directory Addendum Sponsor \$500** - Company logo and information prominently displayed on the official show directory addendum insert. Deadline: July 1, 2019

# Print Advertising Specs

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## 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

## 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.*

Send Ad Materials to: Urban Expositions

Phone: (678) 285-3976 Fax: (678) 285-7469

E-mail: lmeyer@urban-expo.com

Attention: Lisa Meyer

1690 Roberts Blvd., Suite 111

Kennesaw, GA 30144

# Insertion Order Form

July 21-24, 2019  
Oaks, PA

## PRINT ADVERTISING | PREVIEW GUIDE

- Inside Front Cover or Page 1 Premium \$1200
- Full Page Color \$750
- Half Page Color \$600
- Quarter Page Color \$450

## DIGITAL PROMOTIONAL PACKAGES

- Silver Package \$300
- Gold Package \$500
- Line Listing Promotional Package \$300

- NEW EXHIBITOR PACKAGE \$100**

- MADE IN AMERICA SPONSORSHIP \$200**

## PROMOTIONAL EMAILS

- Show Daily Eblast Product Spotlight \$200
- Company Spotlight Email \$500

## REGISTRATION

- EXCLUSIVE Registration Sponsorship \$2000
- Sample Hand Out at Registration \$500

## PRINT ADVERTISING | SHOW DIRECTORY

- Inside Front Cover \$750
- Inside Back Cover \$500
- Page 1 (Premium Position) \$750
- Outside Back Cover \$1000
- Interior Full Page \$300
- Interior Half Page \$190
- EXCLUSIVE Directory Addendum Sponsorship \$500

## SIGNAGE

- Banner or Column Wrap \$1000-\$3000
- Stand Alone Board \$250
- Floor Decals \$500
- Window Decals \$500

## ON-SITE SPONSORSHIPS

- EXCLUSIVE Show Bag \$500
- Product Preview Area
  - Free Standing \$100
  - Top Shelf \$75
  - Middle Shelf \$50
  - Bottom Shelf \$35
- EXCLUSIVE Restroom Rejuvenation Sponsor \$300
- Discovery Zone Sponsorship \$300
- Buyer's Lounge Sponsorship \$300
- Popcorn Social Sponsorship \$1000
- Wheelchair/Scooter Sponsorship \$200
- Shuttle Bus Sponsorship \$1000

**\*\*Selected sponsorships must be paid in full prior to publishing.\*\***

RETURN THIS FORM with payment to Urban Expositions or provide credit card info to the right:

Exhibiting Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_ City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Web: \_\_\_\_\_

**Mail:** Attention Jeannie Dorchak, Urban Expositions  
 1690 Roberts Blvd NW, Ste 111  
 Kennesaw, GA 30144

**Return form and payments to:**  
**Fax:** 678.285.7469  
**Email:** jdorchak@urban-expo.com