

# Print Publications Offer Fabulous Exposure

## > What is the Show Pocket Directory?

The pocket directory is only available on show site and it is handed out on show site to all registered attendees during check-in.

The directory features an alphabetical listing of companies and lines and products by category.

## > What is the Directory Addendum?

The addendum listing is inserted into every pocket directory handed out to attendees at registration and include the most updated event information as well as late listings.

## > Custom Line Listing in the Show Directory -\$300

- Inclusion in the line and category listings in the printed show directory and the online exhibitor listing on the show website.

See Next Page for complete details!



Pocket Directory Cover



Your Show Directory Ad Here

# Advertising Upgrades

	DIGITAL PRODUCT PREVIEW GUIDE	SHOW DIRECTORY	DEADLINE
Full Page Color Ad	\$650	N/A	Preview Guide - September 20
Half Page Color Ad	\$500	N/A	
Quarter Page Color Ad	\$400	N/A	
Premium Full Page Color Ad- <i>Inside Front or Inside Back Cover</i>	\$800	\$300	Preview Guide - September 20 Directory- October 16
Premium Full Page Color Ad- <i>Outside Back Cover</i>	\$1000	\$500	Preview Guide - September 20 Directory- October 16
Full Page Black/White Ad	N/A	\$250	Directory- October 16
Half Page Black/White Ad	N/A	\$150	Directory- October 16
Custom Line Listing	N/A	\$300	Directory- October 16

**Additional Print Advertising Option:**

**Exclusive Directory Addendum Sponsor \$500** - Company logo and information prominently displayed on the official show directory addendum insert. Deadline: November 13, 2019

# PRINT ADVERTISING SPECS

## 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

## 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

## MATERIAL SPECIFICATIONS

- 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) 285-0597 Fax: (678) 831-4581  
E-mail: lmeyer@urban-expo.com  
Attention: Lisa Meyer  
1690 Roberts Blvd., Suite 111  
Kennesaw, GA 30144

# INSERTION ORDER

December 8-11, 2019  
Myrtle Beach, SC

## REGISTRATION

- EXCLUSIVE Registration Sponsorship \$2000
- EXCLUSIVE Badge Pouch/Lanyard \$500
- Sample Hand Out At Registration \$250

## EMAIL SPONSORSHIP

- Show Daily Eblast Product Spotlight \$200

## SIGNAGE

- Banner or Column Wrap \$125
- Stand Alone Board \$250
- Floor Decals \$250

## PRINT ADVERTISING | PRODUCT PREVIEW GUIDE

- Full Page Color Ad \$650
- Half Page Color Ad \$500
- Quarter Page Color Ad \$400
- Inside Front/Back Cover \$800
- Outside Back Cover \$1000

## ON-SITE SPONSORSHIPS

- EXCLUSIVE Show Bag \$750
- EXCLUSIVE Restroom Rejuvenation Sponsor \$300
- Goody Bag Giveaway - Bag Sponsorship \$500
- Product Preview Area \$75
- Rent Runway Sponsorship \$100

## PRINT ADVERTISING | SHOW POCKET DIRECTORY

- Inside Front Cover \$300
- Inside Back Cover \$300
- Outside Back Cover \$500
- Interior Full Page \$250
- Interior Half Page \$150
- Custom Line Listing \$300
- EXCLUSIVE Pocket Directory Addendum Sponsorship \$500

## PROMOTIONAL PACKAGES

- New Exhibitor Package \$175
- Silver Package \$300
- Gold Package \$500
- Preview Guide Plus Package \$200

**Return form and payments to:**

**Fax:** 678.831.4582

**Email:** [cbell@urban-expo.com](mailto:cbell@urban-expo.com)

**Mail:** Attention Christina Bell

Urban Expositions

1690 Roberts Blvd NW, Ste 111

Kennesaw, GA 30144

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

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