

FORT LAUDERDALE GIFT SHOW

PRE-SHOW PLANNER & DIRECTORY SPECIFICATIONS

AD RATES:

COVER AD (Inside front, inside back or premium page 1) — 4 color \$550

OUTSIDE BACK COVER—4 Color: \$600

FULL PAGE—4 Color: \$450

FULL PAGE—Black & White: \$150

HALF PAGE—4 Color: \$325

HALF PAGE—Black & White: \$90

LOGO—Black & White Logo Alongside Exhibitor Listing: \$100

PRE-SHOW PLANNER:

(Purchase an ad in the official show directory and receive a free ad in the pre-show planner)

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

DIRECTORY:

TRIM (final size of publication): 5 1/4" wide X 8 1/4" deep

FULL PAGE AD (no bleed): 4 1/2" wide X 7 1/2" deep
(Bleeds should exceed trim size by 1/2")

HALF PAGE AD: 4 1/2" wide X 3 5/8" deep

LOGO LISTING: 1" x 1" black and white

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. Email ad material to : directoryads@urban-expo.com

FTP Site: Please contact Russ Turner at 678.370.0350 or email: rturner@urban-expo.com for FTP instructions.

Send Materials to: Urban Expositions

Ph: (678) 285-3976 Fx: (678) 285-7469 E-mail: directoryads@urban-expo.com

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