

# Advertising

## DIGITAL PRODUCT PREVIEW GUIDE

Deadline: July 23

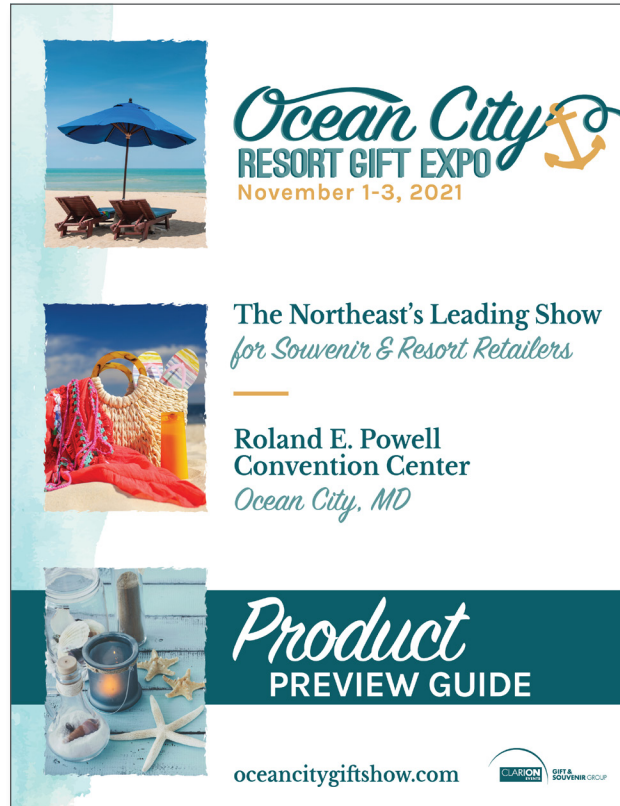
- Guide is featured on the Ocean City Resort Gift Expo show website
- Included in digital advertising campaigns and email blasts to pre-registered & prospective attendees
- Highlighted on social media channels

## EXCLUSIVE POCKET DIRECTORY/ ADDENDUM SPONSOR

Deadline: September 30

Company logo and information prominently displayed on the official pocket directory addendum insert. Addendums are inserted into every directory handed out on show site.

**\$125**



The advertisement features three images: a beach scene with a blue umbrella and lounge chairs, a woven basket with colorful items, and a collection of beach-themed products like a lantern and starfish. The text includes the event name, dates, location, and the 'Product Preview Guide' title. Logos for CARIBON and OCEAN CITY RESORT GIFT EXPO are at the bottom.

**Ocean City**  
RESORT GIFT EXPO  
November 1-3, 2021

The Northeast's Leading Show  
for Souvenir & Resort Retailers

Roland E. Powell  
Convention Center  
Ocean City, MD

**Product  
PREVIEW GUIDE**

oceancitygiftshow.com

## SHOW POCKET DIRECTORY

Deadline: September 3

Feature your ad in the official show directory handed out on-site to all registered attendees during check-in. The directory features an alphabetical listing of companies and lines as well as products by category.

## BLACK & WHITE

### INTERIOR PAGE ADS:

- FULL PAGE ..... \$125
- HALF PAGE..... \$100

### 4-COLOR COVER ADS:

- INSIDE FRONT COVER..... \$200
- INSIDE BACK COVER..... \$200
- BACK COVER..... \$300

# Advertising Upgrades

	DIGITAL PRODUCT PREVIEW GUIDE	SHOW DIRECTORY
	DEADLINE: JULY 23	DEADLINE: SEPTEMBER 3
Full Page Color Ad	\$500	-
Half Page Color Ad	\$400	-
Quarter Page Color Ad	\$300	-
Premium Full Page Color Ad (Inside Front or Inside Back Cover)	\$600	\$200
Premium Full Page Color Ad (Outside Back Cover)	\$750	\$300
Full Page Black/White Ad	-	\$125
Half Page Black/White Ad	-	\$100
Custom Line Listing	-	\$300

## EXCLUSIVE DIRECTORY ADDENDUM SPONSOR

Deadline: September 30

Company logo and information prominently displayed on the official show directory addendum insert.

**EXCLUSIVE: \$500**

# Advertising Specs

## PREVIEW GUIDE AD SPECS (width x height)

- TRIM (final size of publication): 7" x 10"
- BLEED: 7.25" x 10.25"
- FULL PAGE (non-bleed): 6.5" x 9.5"
- HALF PAGE (vertical): 3.125" x 9.5"
- HALF PAGE (horizontal): 6.5" x 4.625"
- QUARTER PAGE: 3.125" x 4.625"

## POCKET DIRECTORY AD SPECS (width x height)

- TRIM (final size of publication): 4" x 8.5"
- BLEED: 4.25" x 8.75"
- FULL PAGE AD (non-bleed): 3.5" x 8"
- HALF PAGE AD: 3.5" x 3.875"

## MATERIAL SPECIFICATIONS

Only digital files only are accepted. DO NOT send film or separations.

- **PDF FILES REQUIRED:** Acrobat PDF files are accepted at high resolution (300 dpi)
- **E-MAILING:** If you are e-mailing a large file, your ad you must first compress it (ZIP or Stuffit). 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 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.*

Submit ad materials to Kaylee Odom, Exhibitor Services Manager:

[kaylee.odom@clarionevents.com](mailto:kaylee.odom@clarionevents.com)

(918) 831-9119