

Print Advertising

PRODUCT PREVIEW GUIDE

Deadline: August 2, 2019

- 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- \$350

Deadline: October 23, 2019

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



SHOW POCKET DIRECTORY

Deadline: October 5, 2019

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 - \$100
- Half Page - \$75

4- COLOR COVER ADS

- Inside Front Cover - \$150
- Inside Back Cover - \$150
- Back Cover - \$150

ADVERTISING UPGRADES

	DIGITAL PRODUCT PREVIEW GUIDE	SHOW DIRECTORY	DEADLINE
Full Page Color Ad	\$500	N/A	Preview Guide - August 2
Half Page Color Ad	\$400	N/A	
Quarter Page Color Ad	\$300	N/A	
Premium Full Page Color Ad- <i>Inside Front or Inside Back Cover</i>	\$600	\$300	Preview Guide - August 2 Directory- October 5
Premium Full Page Color Ad- <i>Outside Back Cover</i>	\$750	\$500	Preview Guide - August 2 Directory- October 5
Full Page Black/White Ad	N/A	\$250	Directory- October 5
Half Page Black/White Ad	N/A	\$150	Directory- October 5
Custom Line Listing	N/A	\$150	Directory- October 5

Additional Print Advertising Option:

Exclusive Directory Addendum Sponsor \$500 - Company logo and information prominently displayed on the official show directory addendum insert. Deadline: October 5, 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 678.370.0346 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) 370-0346 Fax: (678) 831-4582

E-mail: lmeyer@urban-expo.com

Attention: Lisa Meyer

1690 Roberts Blvd., Suite 111

Kennesaw, GA 30144

INSERTION ORDER

November 17-19, 2018
Ocean City, MD

OFFICIAL REGISTRATION SPONSOR

NEW! EXCLUSIVE Registration Package \$1000

REGISTRATION (A LA CARTE OPTIONS)

Advance Registration Confirmation \$500
 Badge Pouch/Lanyard \$350
 Sample Hand Out At Registration \$100

WEBSITE | DIGITAL

EXCLUSIVE Welcome Ad \$350
 Website Banner \$350
 Show Daily Eblast Product Spotlight \$100

EMAIL SPONSORSHIP

Show Daily Eblast Product Spotlight \$100
 Company Spotlight Eblast \$200

SIGNAGE

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

PRINT ADVERTISING | SHOW POCKET DIRECTORY

Inside Front Cover \$150
 Inside Back Cover \$150
 Back Cover \$150
 Interior Full Page \$100
 Interior Half Page \$75
 EXCLUSIVE Pocket Directory \$350
 Addendum Sponsorship \$500

DIGITAL PROMOTIONAL PACKAGES

New Exhibitor Package \$100
 Silver Package \$200
 Gold Package \$350

ON-SITE SPONSORSHIPS

EXCLUSIVE Show Bag \$250
 EXCLUSIVE Restroom Rejuvenation Sponsor \$150
 Product Preview Area \$75

PRODUCT PREVIEW GUIDE

Full Page Color Ad \$500
 Half Page Color Ad \$400
 Quarter Page Color Ad \$300
 Inside Front/Back Cover \$600
 Outside Back Cover \$750

Return form and payments to:

Fax: 678.285.7469

Email: jlee@urban-expo.com

Mail: Attention Joseph Lee

Urban Expositions

1690 Roberts Blvd NW, Ste 111

Kennesaw, GA 30144

Exhibiting Company Name: _____ Contact Name: _____

Billing Address: _____ City _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Web: _____

Selected sponsorships must be paid in full prior to publishing.

