

SHOW MAP & DIGITAL PROGRAM



Place your full color ad in the Show Map and Digital Program, distributed to all attendees at the show! This hand-held guide features the full show schedule, exhibitor list with booth numbers, new product winners list and a full color map.

All exhibitors who purchase an ad in the guide will receive a booth call-out on the exhibit hall map, and a bold company name and booth number in the exhibitor list.

BONUS: All ads will be also be included in the Digital Program, sent to over 30,000 attendees and exhibitor prospects before and after the show!

SHOW MAP LISTING UPGRADE!

Add your website, email & phone number for **just \$295!**

Ad Specifications & Rates:

Print ad size (4-color)	Rates*	Trim Size (Inches)	Bleed Size (Inches)
Cover banner	\$2,000	8.5 x 2.75	8.75 x 2.75
Inside Front Cover	\$2,000	8.5 x 11	8.75 x 11.25
Back Cover	\$3,000	8.5 x 11	8.75 x 11.25
Inside Back Cover	\$2,000	8.5 x 11	8.75 x 11.25
Full Page	\$1,600	8.5 x 11	8.75 x 11.25
Two - Full Page Spread	\$3,500	8.5 x 22	8.75 x 22.5
1/2 Page	\$1,000	8.5 x 5.5	-
1/4 Page	\$500	8.5 x 2.75	-
Upgraded Listing	\$295	-	-
New Product Competition Category Winner Special Rate	\$995	8.5 x 11	8.75 x 11.25

Artwork Specifications

Digital Files

We require high resolution PDF files with all fonts embedded. All images within the PDF document must be CMYK and a minimum of 300dpi. Use the 'Press Quality' setting in Acrobat and Acrobat Distiller when creating your PDF files.

Original Files

Where a PDF file is unable to be provided we can also accept original files created using Indesign, Illustrator or Photoshop.

File Preparation

Create the dimensions of the document page the same as the actual size of the advert. Keep all text boxes and graphics completely within 10mm of the trim boundaries of the page. Please ensure all double page and full page adverts contain at least 5mm bleed around each side of the advert. All black text needs to be set at a cmyk value of only 100% Black(K) as black text using all of these 4 colours is difficult to register. Large solid blocks/areas of black need to be a CMYK value of 30% Cyan(C) and 100% Black(K) to produce an intense and rich black.