

NEW! NOW YOU CAN PLACE AN AD IN THE LAS VEGAS PRODUCT PREVIEW GUIDE!

Reach Thousands Of Retailers In Advance Of The Show!

Advertise in the Product Preview Guide: DEADLINE June 14, 2010

Advertise in the Office Show Directory: DEADLINE July 26, 2010

Increase your exposure with an ad in the Las Vegas Souvenir & Resort Gift Show Product Preview Guide. This piece is mailed out to thousands of prospect attendees, as well as to all pre-registrants along with their admission badges. There is NO better opportunity for this type of pre-show exposure.

Product Preview Guide Specs and rates:

Full Page: 4- Color* ___ \$1250

Half Page: 4- Color* ___ \$800

Full page

trim size: 5.5 x 8.5

Bleed ad: 5.75 x 8.75

non-bleed ad: 4.75 x 7.75

1/2 page horizontal

4.75w x 4 h

1/2 page vertical

2.5w x 7.75 h

****AS AN ADDED BONUS**, you can purchase a full page ad in **both** the Product Preview Guide and the Directory for one price of only \$1650. (\$250 additional fee for directory covers)

You can purchase one half page ad in both the Product Preview Guide and Directory for one price of only \$950.

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

TP Site: Contact Russ Turner for FTP information. Email: rturner@urban-expo.com or call 678.370.0350 for more information.

Send Materials to: Urban Expositions

Ph: (678) 285-3976 Fx: (678) 285-7469

E-mail: directoryads@urban-expo.com

Attn: Russ Turner

1690 Roberts Blvd., Suite 111

Kennesaw, GA 30144

