

Print Ad Packages = Exposure + Savings

BUNDLE & SAVE! Get more bang for your buck with package deals!

Blackjack Ad Package

\$2000

Purchase:

- ✓ Full Page Color Ad In Product Preview Guide
- ✓ Full Page Color Ad In Show Directory

Receive:

Free Image Inclusion In Product Preview Guide - ***that's a \$300 value!***

Poker Package

\$1650

Purchase:

- ✓ Half Page Color Ad In Product Preview Guide
- ✓ Half Page Color Ad In Show Directory

Receive:

Image Inclusion In Product Preview Guide for only \$200 - ***that's a \$100 savings!***

Roulette Package

See next page for ad options/pricing

Purchase:

- ✓ Any Size Color Ad In Product Preview Guide ***OR*** Show Directory

Receive:

Image Inclusion In Product Preview Guide for \$250 - ***that's a \$50 savings!***

Best Value!

SEE NEXT PAGE FOR A' LA CARTE PRINT AD OPTIONS

****Premium Page Placement Not Offered For These Packages***



Print Advertising - A LA CARTE OPTIONS

PRODUCT PREVIEW
GUIDE (PPG)

SHOW
DIRECTORY

DEADLINE

Full Page Color Ad	\$1,500	\$1,000	PPG- May 24 Directory- July 19
Premium Full Page Color Ad- <i>Inside Front Cover</i>	\$2,000	\$1,500	PPG- May 24 Directory- July 19
Premium Full Page Color Ad- <i>Inside Back Cover</i>	\$2,000	\$1,500	PPG- May 24 Directory- July 19
Premium Full Page Color Ad- <i>Back Cover</i>	N/A	\$1,500	PPG- May 24 Directory- July 19
Half Page Color Ad	\$1,250	\$650	PPG- May 24 Directory- July 19
Quarter Page Color Ad	\$900	N/A	PPG- May 24 Directory- July 19
Full Page Black/White Ad	N/A	\$500	PPG- May 24 Directory- July 19
Half Page Black/White Ad	N/A	\$400	PPG- May 24 Directory- July 19
Product Image Inclusion in Product Preview Guide	\$300	N/A	<i>Souvenirs, Gifts & Novelties</i> Inclusion: April 6 Full Show Preview Guide Inclusion: May 24

Additional Print Advertising Option:

Exclusive Directory Addendum Sponsor \$500 - Company logo and information prominently displayed on the official show directory addendum inert. Deadline: August 28, 2019

Print Advertising Specs

PRODUCT 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

SHOW DIRECTORY AD SPECS

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

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.

Send Ad Materials to Lisa Meyer

Email: lmeyer@urban-expo.com

Mail Attention To: Lisa Meyer

1690 Roberts Blvd. NW, Suite 111

Kennesaw, GA 30144

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.



INSERTION ORDER

Las Vegas Convention Center
October 2-5, 2019

PRODUCT PREVIEW GUIDE

- Souvenirs, Gifts & Novelties Magazine Inclusion* \$300
**Automatically included in our Full Show Product Preview Guide (at no additional cost).*
- Full Show Product Preview Guide \$300

PRINT AD PACKAGES

- Blackjack Ad Package \$2000
- Poker Ad Package \$1650
- Roulette Ad Package \$650-\$1500

PRINT ADVERTISING ----> PRODUCT PREVIEW GUIDE

- Inside Front Cover \$2000
- Inside Back Cover \$2000
- Full Page Color \$1500
- Half Page Color \$1250
- Quarter Page Color \$900

PRINT ADVERTISING ----> SHOW DIRECTORY

- Inside Front Cover \$1500
- Inside Back Cover \$1500
- Back Cover \$1500
- Full Page Color \$1000
- Half Page Color \$650
- Full Page B&W \$500
- Half Page B&W \$400
- EXCLUSIVE Directory Addendum Sponsorship \$500

PROMOTIONAL PACKAGES

- New Exhibitor Package \$150
- Silver Package \$350
- Gold Package \$600

REGISTRATION

- EXCLUSIVE Registration Sponsorship \$3000
- Sample Hand Out At Registration \$750
- Directory Insert/Booth Marker \$750

EMAIL SPONSORSHIP

- Product Spotlight | Show Daily Eblast \$300
- Company Spotlight Eblast \$500

SIGNAGE

- Banner or Column Wrap* \$1,000-\$3000
- Stand Alone Board* \$650
- Window Decals* \$650
- Floor Decals* \$650
- Escalator Cling* \$1000

**does not include production cost*

ON-SITE SPONSORSHIPS

- EXCLUSIVE Show Bag \$750
- Product Preview Area *(See attached form)* \$100-\$150
- EXCLUSIVE Restroom Reuvenation \$500
- Café Table Sponsorship \$300
- Shuttle Bus Sponsor \$1000
- Goody Bag Sponsor \$750
- Rent The Runway *(See attached form)* \$300

SOCIAL & NETWORKING SPONSORSHIPS

- Water Cooler \$1000
- Popcorn Social \$500 (per day)
- Cookie Break \$500
- Happy Hour \$1500

For more information contact:

April Holinek at aholinek@urban-expo.com
David Gilfoyle at dgilfoyle@urban-expo.com
Worrell Thomas at wthomas@urban-expo.com

Return form and payment to Urban Expositions:

Fax: 678.831.4582
Email: aholinek@urban-expo.com

Exhibiting Company Name: _____ Contact Name: _____
 Billing Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____ Web: _____

> Selected sponsorships must be paid in full prior to publishing.

> All Artwork must be approved by show management.