

EXCLUSIVE!

	PRODUCT PREVIEW GUIDE	SHOW DIRECTORY
	DEADLINE: AUGUST 25, 2025	DEADLINE: OCTOBER 1, 2025
Full-Page Color Ad - Inside Front Cover	\$950	\$700
Full-Page Color Ad - Page 1	\$1,200	-
Full-Page Color Ad - Inside Back Cover	\$850	\$600
Full-Page Color Ad - Outside Back Cover	\$1,100	\$800
Full-Page Color Ad	\$700	-
Half-Page Color Ad	\$550	-
Quarter-Page Color Ad	\$450	-
Full-Page B&W Ad	-	\$400
Half-Page B&W Ad	-	\$300

DELIVERABLE SPECIFICATIONS (WxH)

PRODUCT PREVIEW GUIDE

- Trim Size: 7" x 10" (Final Publication Size)
- Full-Page Bleed Size: 7.25" x 10.25" (0.125" bleed on all sides)
- 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"

SHOW DIRECTORY

- Trim Size: 4" x 8.5" (Final Publication Size)
- Bleed Size: 4.25" x 8.75" (0.125" bleed on all sides)
- Full-Page (Non-Bleed): 3.5" x 8"
- Half-Page: 3.5" x 3.875"

MATERIAL REQUIREMENTS

- PDF Files: High-resolution (300 dpi) Acrobat PDF files accepted
- Photoshop/Illustrator Files: Provide fully composed PSD or AI files, including all supporting fonts and images
- File Compression: ZIP or Stuffit compression required for email submissions
- Submission Identification: Clearly label the file with the advertising company's name

CREATIVE MATERIALS REQUIRING FORMATTING
WILL INCUR A \$75 FEE