



# PRINT AD PACKAGES



## BLACKJACK AD PACKAGE

**\$2,100**

### Purchase:

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

### Receive:

Regular Price: \$2650  
Free Image Inclusion In Product Preview Guide: \$350  
*That's a \$900 in savings!*

## POKER PACKAGE

**\$1,700**

### Purchase:

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

### Receive:

Regular Price: \$2100  
Image Inclusion In Product Preview Guide for only \$250  
*That's a \$500 savings!*



# PRINT ADS: A LA CARTE OPTIONS

	PRODUCT PREVIEW GUIDE (PPG) Deadline: May 23	SHOW DIRECTORY Deadline: July 28
Full Page Color Ad	\$1,650	\$1,000
Full Page Color Ad - Cover	\$1,650	\$1,650
Half Page Color Ad	\$1,350	\$750
Quarter Page Color Ad	\$1,000	-
Product Image Inclusion	\$350	-

## PPG AD SPECS (WxH):

- **TRIM:** 7" x 10"
- **BLEED:** 7.25" x 10.25"
- **FULL PAGE (Non-Bleed):** 6.5" x 9.5"
- **HALF PAGE (Vertical):** 3.25" x 9.5"
- **HALF PAGE (Horizontal):** 6.5" x 4.75"
- **QUARTER PAGE:** 3.25" x 4.75"

## SHOW DIRECTORY AD SPECS (WxH):

- **FULL PAGE TRIM:** 4.25" x 11"
- **FULL PAGE BLEED:** 4.5" x 11.25"
- **FULL PAGE LIVE:** 3.75" x 10.5"
- **HALF PAGE AD:** 4.25" x 5.25"

## MATERIAL SPECIFICATIONS

- **PDF:** Acrobat PDF files are accepted at high resolution (300 dpi)
- **Fully composed Photoshop or Illustrator files:** Provide in native files (as, psd or .ai file) with all supporting fonts and images.
- **E-mailing:** 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.