

Advertising Upgrades

	DIGITAL PRODUCT PREVIEW GUIDE	SHOW DIRECTORY
	DEADLINE: JULY 15	DEADLINE: SEPTEMBER 8
Full Page Color Ad	\$400	-
Half Page Color Ad	\$300	-
Quarter Page Color Ad	\$200	-
Premium Full Page Color Ad (Inside Front or Inside Back Cover)	\$500	\$300
Premium Full Page Color Ad (Outside Back Cover)	\$500	\$400
Full Page Black/White Ad	-	\$250
Half Page Black/White Ad	-	\$100
Custom Line Listing	-	\$300

Advertising Specs

PREVIEW GUIDE AD SPECS (width x height)

- TRIM (final size of publication): 7" x 10"
- BLEED: 7.25" x 10.25"
- 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"

POCKET DIRECTORY AD SPECS (width x height)

- TRIM (final size of publication): 4" x 8.5"
- BLEED: 4.25" x 8.75"
- FULL PAGE AD (non-bleed): 3.5" x 8"
- HALF PAGE AD: 3.5" x 3.875"

MATERIAL SPECIFICATIONS

Only digital files only are accepted. DO NOT send film or separations.

- **PDF FILES REQUIRED:** Acrobat PDF files are accepted at high resolution (300 dpi)
- **E-MAILING:** If you are e-mailing a large file, your ad you must first compress it (ZIP or Stuffit). Please identify the ad or representatives' name.

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.

Submit ad materials to OceanCityGift.ES@clarionevents.com