

GRAND STRAND GIFT & RESORT **MERCHANDISE SHOW**

DIRECTORY & PRE-SHOW PLANNER SPECIFICATIONS

AD RATES:

COVER AD (Inside front and inside back) — 4 color \$700

Cover Ad (Outside back)- 4 color \$750

FULL PAGE—4 Color: \$500

FULL PAGE—Black & White: \$200

HALF PAGE—4 Color: \$375

HALF PAGE—Black & White: \$125

LOGO—Black & White Logo Alongside Exhibitor Listing: \$100

PRE-SHOW PLANNER:

(free with purchase of directory ad)

TRIM (final size of publication): 4" wide x 8 1/2" deep

FULL PAGE AD (no bleed): 3 1/2" wide x 7 3/4" deep (Bleeds should exceed trim size by 1/2")

HALF PAGE AD: 3 1/2" wide X 3 3/4" deep

DIRECTORY:

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. Email ad material to : directoryads@urban-expo.com

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

Send Materials to: Urban Expositions

Ph: (678) 285-3976 Fax: (678) 384-3390 E-mail: directoryads@urban-expo.com

Attn: Russ Turner

1690 Roberts Blvd., Suite 111

Kennesaw, GA 30144