The Las Vegas Souvenir & Resort Gift Show
September 22-24, 2010

DIRECTORY and PRODUCT PREVIEW GUIDE AD SPACE RESERVATION FORM

☐ **NEW Product Preview Guide Advertising** ***Deadline:* June 14, 2010**

Run an ad in the Product Preview Guide that is mailed out to all pre registered & Prospective attendees, over 30,000 pieces to be exact! In addition to seeing your ad prior to the show, buyers will have the ability to place orders & make appointments before they step foot in your booth.

____ Full Page: 4- Color $1250**
____ Half Page: 4- Color $800**

☐ ****AS AN ADDED B0NUS,** you can purchase an Ad in BOTH Publications!

____ Full Page: 4- Color In BOTH the Product Preview Guide & Show Directory $1650*
($250 additional fee for covers & page 1 for the directory).*
____ Half Page: 4- Color In BOTH the Product Preview Guide & Show Directory $950

☐ **Directory Advertising** ***Directory Materials Deadline:* July 26, 2010**

Run an ad in the show directory handed out on-site to all registered attendees. In addition to seeing your ad at the show, buyers will refer to it after the show when they use the directory as a reference tool.

TRIM (final size of publication): 5 ¼" x 8 ¼" deep
FULL PAGE AD (no bleed): 4 ½" wide x 7 ½" deep (Bleed should exceed trim size by ½")
HALF PAGE AD: 4 ½" wide x 3 5/8" deep

Check one:

4-Color

_____Inside Front Cover	$950
_____ Inside Back Cover	$950
_____ Page 1(Premium Position)	$950
_____ Outside Back Cover	$950
_____ Full Page	$700
_____ Half Page	$450

Black & White

____ Full Page	$400
____ Half Page	$250

Logo Listing

____ 1"x1" Black & White	$100

~ An extra $25 will apply to all Specific page requests other then the Covers and Page 1
~~ 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.

To reserve your space, fax this form to
678.285.7469
or mail to:
Urban Expositions
Attn: Russ Turner
1690 Roberts Blvd., NW Suite 111
Kennesaw, GA 30144

Questions?
Call Russ at
678.370.0350 or e-mail at
rturner@urban-expo.com

Your Information:

Company: _____

Authorized by: _____

Address: _____

City: _____State: _____Zip: _____

P: _____ F: _____

e-mail: _____

Comments: _____

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