

# SAN FRANCISCO INTERNATIONAL GIFT FAIR®

July 31-August 3, 2010 ~ San Francisco, CA

## DIRECTORY and PRODUCT PREVIEW GUIDE AD SPACE RESERVATION FORM

- Product Preview Guide Advertising** **Deadline: April 19, 2010**  
Run an ad in the Product Preview Guide that is mailed out to all pre registered & prospective attendees. 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 \$1500\*\*      \_\_\_\_\_ Quarter Page: 4-Color \$900\*\*  
\_\_\_\_\_ Half Page: 4- Color \$1200\*\*
- \*\*AS AN ADDED BONUS**, you can purchase an Ad in BOTH Publications!  
\_\_\_\_\_ If you purchase an ad in both publications, you will save 20%. Don't miss out on this great deal!
- Directory Advertising** **Directory Materials Deadline: June 7, 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 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

Check one:

**4-Color**

\_\_\_\_\_ Inside Front Cover \$2995  
\_\_\_\_\_ Inside Back Cover \$2495  
\_\_\_\_\_ Page 1(Premium Position) \$2995  
\_\_\_\_\_ Outside Back Cover \$3300  
\_\_\_\_\_ Full Page \$1250  
\_\_\_\_\_ Half Page \$995

**Black & White**

\_\_\_\_\_ Full Page \$795  
\_\_\_\_\_ Half Page \$495

**Logo Listing**

\_\_\_\_\_ 1" x 1" Black & White \$110

**Product Category Ad**

\_\_\_\_\_ Black and White ad/logo and copy \$275

**Hard Card Divider**

\_\_\_\_\_ One Side \$3295  
\_\_\_\_\_ Two Sided \$5395

~ 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**

**[rturner@urban-expo.com](mailto:rturner@urban-expo.com)**

**Your Information:**

Company: \_\_\_\_\_

Authorized by: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

P: \_\_\_\_\_ F: \_\_\_\_\_

e-mail: \_\_\_\_\_

Comments: \_\_\_\_\_

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