

# SAN FRANCISCO INTERNATIONAL GIFT FAIR®

January 8-11, 2011 ~ San Francisco, CA

## DIRECTORY and PRODUCT PREVIEW GUIDE AD SPACE RESERVATION FORM

- Product Preview Guide Advertising** **Deadline: October 1, 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: November 3, 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:**

**678.384.3390**

**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: \_\_\_\_\_

\_\_\_\_\_

**STAND OUT WITH AN AD IN THE SAN FRANCISCO  
INTERNATIONAL GIFT FAIR PRODUCT PREVIEW GUIDE!  
Reach Thousands Of Retailers In Advance Of The Show!**

**Fill out this form to reserve your space. DEADLINE OCTOBER 1, 2010**

Increase your exposure with an ad in the San Francisco International Gift Fair Product Preview Guide. This piece is mailed out to thousands of prospect attendees, as well as to all pre-registrants. There is NO better opportunity for this type of pre-show exposure.

|                                         |     |        |
|-----------------------------------------|-----|--------|
| <b>Full Page: 4- Color*</b>             | ___ | \$1500 |
| <b>Half Page: 4- Color*</b>             | ___ | \$1200 |
| <b>Quarter Page: 4- Color*</b>          | ___ | \$900  |
| <b><u>DEADLINE- OCTOBER 1, 2010</u></b> |     |        |

**PRODUCT PREVIEW GUIDE AD SPECS**

**TRIM:** 8 3/8" X 10 13/16"

**BLEED:** 8 5/8" X 11 1/16"

**FULL PAGE (Non bleed):** 7 "x 10"

**HALF PAGE (Vertical):** 3.5" Wide X 10" High

**HALF PAGE (Horizontal):** 7" Wide X 5" High

**QUARTER PAGE:** 4" Wide X 5" High

**SPECIAL DEALS**

- **AS AN ADDED BONUS**, get a 20% discount if you purchase an ad in both the Product Preview Guide and Directory.

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

**FTP Site:** Contact Russ Turner for FTP information. Email: [rturner@urban-expo.com](mailto:rturner@urban-expo.com) or call 678.285.3976 for more information.

**Send Materials to: Urban Expositions**

**Ph: (678) 285-3976 Fx: (678) 384-3390**

**E-mail: [directoryads@urban-expo.com](mailto:directoryads@urban-expo.com)**

**Attn: Russ Turner  
Urban Expositions  
1690 Roberts Blvd., Suite 111  
Kennesaw, GA 30144**