DIRECTORY & PRODUCT PREVIEW GUIDE AD SPACE RESERVATION FORM

☐ **Product Preview Guide Advertising** ***Deadline:* October 31, 2011**

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!

____ Full Page: 4-Color in BOTH the Product Preview Guide & Show Directory - $2100
($250 additional fee for covers and page 1 for the directory)
____ Half Page: 4-Color in BOTH the Product Preview Guide & Show Directory - $1600

☐ **Directory Advertising** ***Directory Materials Deadline:* December 19, 2011**

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: Matt Miller/Evan Shoda
1690 Roberts Blvd., NW Suite 111
Kennesaw, GA 30144

Questions?
Call Matt at 678.370.0343 or e-mail
mmiller@urban-expo.com or
Evan Shoda at 678.370.0322 or
eshoda@urban-expo.com

Company: _____

Authorized by: _____

Address: _____

City: _____State: _____Zip: _____

P: _____ F: _____

e-mail: _____

Comments:
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