

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 31, 2011**

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.

Full Page: 4- Color* ___ \$1500

Half Page: 4- Color* ___ \$1200

Quarter Page: 4- Color* ___ \$900

DEADLINE- October 31, 2011

PRODUCT PREVIEW GUIDE AD SPECS

TRIM: 7" X 10"

BLEED: 7.25" X 10.25"

FULL PAGE (Non bleed): 6.5 "W x 9.5" H

HALF PAGE (Vertical): 3.25" W X 9.5" H

HALF PAGE (Horizontal): 6.5" W X 4.75" H

QUARTER PAGE: 3.25" W X 4.75" H

SPECIAL DEALS

****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

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, tiffs 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: mmiller@urban-expo.com or eshoda@urban-expo.com

FTP Site: Contact Matt Miller or Evan Shoda for FTP information. Call 678.285.3976 for more information.

Send Materials to: Urban Expositions

Urban Expositions

Attn: Matt Miller or Evan Shoda /SFIGF

1690 Roberts Blvd. NW, Suite 111

Kennesaw, GA 30144