

STAND OUT WITH AN AD IN THE BOSTON GIFT SHOW PRODUCT PREVIEW GUIDE!

Reach Thousands Of Retailers In Advance Of The Show!

Fill out this form to reserve your space. **DEADLINE DECEMBER 5, 2011**

Increase your exposure with an ad in the Boston Gift Show 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* ___ \$900

Half Page: 4- Color* ___ \$650

DEADLINE- December 5, 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

SPECIAL DEALS

- **AS AN ADDED BONUS**, you can purchase a full page ad in **both** the Product Preview Guide and the Directory for one price of only \$1150. (\$250 additional fee for directory covers)
- You can purchase one half page ad in **both** the Product Preview Guide and Directory for one price of only \$900.

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. Email: **Matt Miller** – mmiller@urban-expo.com or Evan Shoda – eshoda@urban-expo.com or call Urban Expositions at 678.285.3976 for more information.

For more information, please contact Matt Miller at 678.370.0343 or email: mmiller@urban-expo.com or Evan Shoda at 678.370.0322 or email: eshoda@urban-expo.com