



DIRECTORY and PRODUCT PREVIEW GUIDE AD SPACE RESERVATION FORM

- Product Preview Guide Advertising** **Deadline: December 5, 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 \$900**
 ____ Half Page: 4- Color \$650**

- **AS AN ADDED BONUS,** you can purchase an Ad in BOTH Publications!
 ____ Full Page: 4- Color In BOTH the Product Preview Guide & Show Directory \$1150*
 (*\$250 additional fee for covers & page 1 for the directory).
 ____ Half Page: 4- Color In BOTH the Product Preview Guide & Show Directory \$900

- Directory Advertising** **Directory Materials Deadline: January 30, 2012**
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 \$550
 ____ Inside Back Cover \$550
 ____ Page 1(Premium Position) \$550
 ____ Outside Back Cover \$600
 ____ Full Page \$450
 ____ Half Page \$325

Black & White

____ Full Page \$150
 ____ Half Page \$90

Logo Listing

____ 2"x2" Black & White \$100

~ 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/Boston Gift Show**  
**Attn: Matt Miller or Evan Shoda**  
**1690 Roberts Blvd., NW Suite 111**  
**Kennesaw, GA 30144**

**Questions?**  
**Call Matt Miller at**  
**678. 370. 0343 or e-mail**  
**[mmiller@urban-expo.com](mailto:mmiller@urban-expo.com) or Evan**  
**Shoda at 678.370.0322 or email:**  
**[eshoda@urban-expo.com](mailto:eshoda@urban-expo.com)**

**Your Information:**

Company: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 P: \_\_\_\_\_ F: \_\_\_\_\_  
 e-mail: \_\_\_\_\_  
 Comments: \_\_\_\_\_  
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