

# STAND OUT WITH AN AD IN THE SEATTLE MARKET WEEK PRODUCT PREVIEW GUIDE!

Reach Thousands Of Retailers In Advance Of The Show!

Fill out this form to reserve your space. **DEADLINE April 26, 2010**

Increase your exposure with an ad in the Seattle Market Week 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-April 26, 2010**

## **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) 285-7469**

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

**Attn: Russ Turner**

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