

# SEATTLE MARKET WEEK

## August 2010 ~ Seattle, WA

### DIRECTORY and PRODUCT PREVIEW GUIDE AD SPACE RESERVATION FORM

**Product Preview Guide Advertising** **Deadline: April 26, 2010**

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\*\*  
 \_\_\_\_ Half Page: 4- Color     \$1200\*\*  
 \_\_\_\_ Quarter Page: 4- Color \$900\*\*

**\*\*AS AN ADDED BONUS,** you can purchase an Ad in BOTH Publications!

\_\_\_\_ If you purchase an ad in both publications, you will save 20%. Don't miss out on this great deal!

**Directory Advertising** **Directory Materials Deadline: June 29, 2010**

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     \$1200  
 \_\_\_\_ Inside Back Cover     \$995  
 \_\_\_\_ Outside Back Cover     \$1550  
 \_\_\_\_ Full Page     \$750  
 \_\_\_\_ Half Page     \$550

**Black & White**

\_\_\_\_ Full Page     \$240  
 \_\_\_\_ Half Page     \$150

**Logo Listing**

\_\_\_\_ 2"x2" Black & White     \$75

**Product Category Ad**

\_\_\_\_ Black & White ad/logo and copy.     \$150

~ 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**

**Attn: Russ Turner**

**1690 Roberts Blvd., NW Suite 111  
 Kennesaw, GA 30144**

**Questions?**

**Call Russ at**

**678. 370. 0350 or e-mail**

**[rturner@urban-expo.com](mailto:rturner@urban-expo.com)**

**Your Information:**

Company: \_\_\_\_\_

Authorized by: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

P: \_\_\_\_\_ F: \_\_\_\_\_

e-mail: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

