

DIRECTORY ADVERTISING

POCKET GUIDE AD SPECS:

TRIM (final size of publication): 4" wide X 8 1/2" deep

FULL PAGE AD (no bleed): 3 1/2" wide X 7 3/4" deep

(Bleeds should exceed trim size by 1/2")

HALF PAGE AD: 3 1/2" wide X 3 3/4" deep.

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 to Matt Mill at matt@pinnacle-shows.com

MATERIAL SPECIFICATIONS

An extra \$25 will apply to all specific page requests other than the Covers.

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.

RETURN THIS FORM to Matt Miller, Pinnacle Shows, 12460 Crabapple Road, Ste 202-143, Alpharetta, GA 30004 or email to matt@pinnacle-shows.com.

Exhibiting Company Name: _____ Contact Name: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email : _____ Web: _____

SHOW POCKET DIRECTORY

Deadline: August 11, 2017

Run an ad in the Panama City Beach Gift Show pocket 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 pocket directory as a reference tool.

BLACK/WHITE INTERIOR PAGES

Full PAGE - \$100

Half Page - \$75

4-COLOR COVER ADS

Inside Front Cover - \$150

Inside Back Cover - \$150

Back Cover - \$150