

# Trade Show Executive

## RATE CARD

(GROSS\* ADVERTISING RATES)

Ad size	1x	3x	6x	12x
Full Page	\$7,110	\$6,740	\$6,380	\$5,695
2/3 Page	\$6,065	\$5,695	\$5,335	\$4,695
1/2 Page	\$5,335	\$5,015	\$4,755	\$4,180
1/3 Page	\$4,600	\$4,345	\$4,130	\$3,656
2-Page Spread	\$12,565	\$12,000	\$11,335	\$10,095
1/2 Page Spread	\$9,375	\$8,965	\$8,495	\$7,570

### Premium Positions

Inside Front Cover (Cover 2)	\$7,345	\$6,935	\$6,570	\$5,910
Inside Back Cover (Cover 3)	\$7,040	\$6,660	\$6,290	\$5,630
Back Cover (Cover 4)	\$7,600	\$7,225	\$6,845	\$6,100
2-Page Center Spread	\$12,240	\$12,475	\$11,820	\$10,555

### Special Advertising Formats

Gatefold	Rate furnished upon request			
French Gatefold	Rate furnished upon request			
Baseline Ad+Full Page	\$7,650			
Belly Band	\$7,345 for ALL issues / Paper stock 70 lb gloss stock #2. Also available for Show / Convention issues—pending number of copies distributed.			
Inserts	Contact your salesperson for rates, which are based on size, weight and frequency.			

### Directories

#### Directory of the World's Top Convention Centers

Full Page (Contract by 3/25/17)	\$5,275
Full Page (Contract after 3/25/17)	\$6,640
1-Page Floor Plan	\$2,830
2-Page Floor Plan Spread	\$5,250
Tab Divider	\$7,000

#### Gold 100 Directory

Full Page	\$4,180
1/2 Page	\$2,825

#### Fastest 50 Directory

Full Page	\$4,180
1/2 Page	\$2,825

### Electronic Advertising

#### E-Clips® Breaking News (email newsletter)

Button Ad	\$1,500 per month
Banner Ad	\$1,642 per month
E-Blasts	\$2,140 per month

#### Website

Nameplate Ad	\$1,520 per month
Small Leaderboard #1	\$1,350 per month
Small Leaderboard #2	\$1,285 per month
Medium Rectangle	\$1,195 per month
Half Page Rectangle	\$1,500 per month
Video Spotlight	\$1,990 per month

For information regarding **online classified ads** appearing in E-Clips Breaking News please call 312-493-7753.

#### Terms and Conditions

A contract is 12 consecutive months. Advertisers not under contract will be charged the 1x rate. Short rates or rate adjustments will be billed upon cancellation of contract or failure to fulfill contract for any reason. Rates are subject to change upon notice from the publisher. Duration of contract rate protection will be extended to advertisers who specify all insertion dates at time space order is accepted by publisher. If for any reason a rate protected contract is cancelled or curtailed, the advertiser will be required to refund to the publisher the difference between the protected rate and the new rate, on all insertions which were published after the new rates took effect. The publisher reserves right to hold advertiser/agency liable for money that is due and payable to the publisher for ordered and published advertisements. Requested ad positions are not guaranteed unless contract specifies a special position at additional cost. Publisher is not liable for delays in delivery or nondelivery of publication due to factors beyond control of the publisher. Publisher is not liable for any costs or real or consequential damages resulting from failure to print an advertisement, or appearance of errors in a published advertisement. No conditions other than those stated in this rate card and publisher's contract will be binding on the publisher unless specified in writing by the publisher. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with this rate card.

\*A **15% discount** on display advertising will be given to recognized advertising agencies if paid within 30 days of invoice date.

## PRODUCTION REQUIREMENTS

*Trade Show Executive* is printed sheet-fed and saddle-stitched bound. **Page trim is 8.375 x 10.875 inches.** Do not place text or logos less than 5/8 of an inch (.375 inches) from the trim size to avoid being cut off. A **0.125 inch bleed** is requested.

Ad size	Width	Height
Full Page Non-Bleed	7.375"	9.875"
Full Page w/Bleed	8.625"	11.125"
2/3 Page Non-Bleed	4.85"	9.715"
2/3 Page w/Bleed	5.5"	11.125"
1/2 Page Horizontal	7.375"	4.75"
1/2 Page Island	4.85"	7.375"
1/3 Page Vertical	2.35"	9.715"
1/3 Page Square	4.85"	4.85"
1/3 Page Horizontal Banner	7.375"	2.125"
1/4 Page	3.5"	4.75"
2-Page Spread Non-Bleed	15.75"	9.875"
2-Page Spread w/Bleed	17"	11.125"
1/2 Page Spread Non-Bleed	15.75"	4.75"
1/2 Page Spread w/Bleed	17"	5.375"
Belly Bands*	18.5"	6"
WTCC Tabs	8.5"	11.125"

\*Affixed around issue with one glue dot and polybagged for mailing.

### File Formats

Ads should be submitted as press-ready PDF files. High-resolution PDF files with **NO CROP MARKS** are required. Please ensure that all fonts and/or images are embedded.

### Color

All colors must be CMYK. Total ink density should not exceed 300%.

**Pantone (PMS) colors and metallic ink need to be converted to CMYK color mode.**

### Resolution

All images and logos must have a minimum resolution of 300 dpi (1200 dpi for bitmap graphics) at 100% print size.

### Submit

PDF files are smaller than 8MB, please email them to the production department at [Jcrouch@tradeshowexecutive.com](mailto:Jcrouch@tradeshowexecutive.com). If you do not receive confirmation of receipt within 24 hours, please resend. Files larger than 8 Mb can be sent via Dropbox or HighTail sharing services. All ad materials will be pre-flighted and you will be contacted if any items are flagged for adjustment.

#### Headquarters Office:

1550 S. Indiana Avenue Suite 300  
Chicago, IL 60605  
(312) 922-8558

#### Ad Sales Offices:

#### Gabrielle Weiss

(312) 493-7753

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