DON’T MISS YOUR OPPORTUNITY TO:

- Increase sales by reaching over 2,000 Fairs & Expos subscribers
- Get exposure to more than 3,500 fair professionals at the IAFE Convention
- Capture leads and gain exposure for your brand, products, and services
- Build relationships with Convention attendees and industry leaders

ADVERTISE
in the Convention Special issue
of Fairs & Expos
print and online magazine!

Reserve your advertisement space TODAY!

Deadline: October 10, 2019

MECHANICAL SPECIFICATIONS
Fairs & Expos is printed by sheetfed, off-set process.
Type Size is 7 1/2 inches by 10 inches
Trim Size is 8 1/2 inches by 11 inches
Bleed Size is 8 3/4 inches by 11 1/4 inches

DIGITAL REQUIREMENTS
Acceptable documents: high resolution PDF’s (fonts embedded); QuarkXpress (with fonts and images); Illustrator EPS (with fonts converted to outlines); and Photoshop tif. Fairs & Expos does not accept PC files that cannot be imported into QuarkXpress for a MacIntosh platform.

Black-and-white photos should be scanned grayscale at 300 dpi. Four-color images should be scanned CMYK at 300 dpi. Send files on a Zip disc or CD.
Please supply a hard-copy proof. Please contact the IAFE with additional questions.

AD LAYOUT SERVICE
Our staff can prepare an ad from your copy, photos, and illustrated material. Minimum charge is $25.
There will be additional charges for scans – call for a quote. Please allow extra time for ad preparation.

1.800.516.0313
steves@fairsandexpos.com

1/6 PAGE (2 1/4" x 5") ..............................................................$445
1/3 PAGE (5" x 5", 2 1/4" x 10", or 7 1/2" x 3 3/4") ..................$540
1/2 PAGE (7 1/2" x 5") ..........................................................$655
FULL PAGE (7 1/2" x 10" or Bleed Size 8 3/4" x 11 1/4") ..............$875

Subtract $225 from the above rates for black-and-white advertisements.

Name of Firm: ____________________________________________
Address: ________________________________________________
City and State: __________________________________________ Zip: ______________
Your Name: ______________________________________________

Black and White:
Full ______ 1/2 Page ______ 1/3 Page ______ 1/6 Page ______

Color:
Full ______ 1/2 Page ______

Copy will be sent on the following date: _______________________

Return to: IAFE • 3043 E. Cairo • Springfield, MO 65802