



Glass Craft & Bead Expo 2017 Advertising Opportunity!!!!

Advertisement reservations must be received by Monday, August 29, 2016
Print ad artwork must be received by Monday, September 12th, 2016
Web ad placement based on first-come, first-serve

Advertise your company, products and services in the **Glass Craft & Bead Expo 2017 Program & Class Schedule Catalog**. This 100+page high-quality, full-color book promotes classes, exhibitors and events within the glass craft and bead industry, as-well-as the premiere Glass Craft & Bead Expo 2017 event (registration materials and a schedule of events). If you need our graphic team to create your ad for the book, please contact us for pricing.

Circulation: 7,000 Glass & Bead Art Enthusiasts

(Exhibitors, artists, instructors, & attendees including craftsman, hobbyists, & other consumers)

Double your exposure! We are offering three advertising options; (i) full-color print advertisements within the 2017 Glass Craft & Bead Expo book, (ii) website and e-mail advertisements and (iii) joint packages (both web and book ads) with special discounts. The Glass Craft & Bead Expo 2017 book is scheduled to be completed and ready for distribution by late Fall, 2017. The Glass Craft & Bead Expo website for class and hotel registration will be launched simultaneously with distribution of the books.

Advertising online (with link to your business) at glasscraftexpo.com is the best way to reach your target markets. We have also added a tab on the website which will showcase your company and describe your business. Prior to and during registrations, the website will feature highlights from the previous show. E-mail [jen@lvmanagement](mailto:jen@lvmanagement.com) to inquire about our joint print and web advertising packages.

Print ad artwork specifications: Print-ready, color or black & white (book is full-color so your ads may be black & white or full-color; there is no cost difference), no bleeds or insets. PDF or TIFF formats only.

Submit Artwork by Mail: If you are mailing artwork, please submit CD-ROM (no ZIP discs!). Remember to include a printed copy of your advertisement for proofing purposes. Also provide a return phone number if we have any questions.

Submit Artwork by E-mail: Compress in either StuffIt (Mac) or ZIP/RAR (PC) and e-mail to jen@lvmanagement.com. We have a size limit of 20 MB for all e-mail attachments. If your advertisement is larger, you can mail the file, host on your own website and provide us a link to download from, or we can provide an FTP for you to upload onto our server.

ADVERTISEMENT RATES

<u>Type of Ad Requested (check)</u>	<u>Size</u>	<u>Cost</u>	<u>Web Discount</u>
☐ Color, inside front LEFT/RIGHT cover (limited)	7 ¼" wide x 9 ¾" deep	\$999.00	-\$100.00 / off
☐ Color, inside back RIGHT cover (limited)	7 ¼" wide x 9 ¾" deep	\$999.00	-\$100.00 / off
☐ Color, inside back LEFT cover (limited)	7 ¼" wide x 9 ¾" deep	\$999.00	-\$100.00 / off
☐ Color Full Page, vertical only	7 ¼" wide x 9 ¾" deep	\$699.00	-\$75.00 / off
☐ Color Half Page, horizontal	7 ¼" wide x 4 ¾" deep	\$399.00	-\$50.00 / off
☐ Color Quarter page, vertical only	3 ½" wide x 4 ¾" deep	\$299.00	-\$25.00 / off

Advertising online (with link to your business) at glasscraftexpo.com is the best way to reach your target markets. We have added a page on the website which will showcase all of the companies who have purchased banner ads along with a short description of the company and the link to your website. Company Name and address will be the same as listed below. Please list the following information:

1. Brief description of business and products sold _____

(Please use additional page if necessary but keep description to 200 words or less)

2. Website address _____

Prior to and during registrations, the website features information from the prior year as well as all of the new classes being offered, a current exhibitor list as well as new and exciting upcoming events.

Web advertisement artwork specifications: Size specifications depend on banner type and placement. Please review attached order form for maximum file size and dimension specifications. JPEG, GIF (not animated) or PNG are all acceptable image formats. To submit artwork for web advertisements, compress artwork into either Stuffit (Mac) or ZIP/RAR (PC-Compatible) form and e-mail to web.design@lvmanagement.com.

If you do not have a website ad, we can build one for you! Supply us with your company logo and a concept and we do the rest! There is a flat fee of \$250.00 for this service. Please allow three business days to complete ad.

All web advertisements include a FREE link back to your company homepage or other URL of your choice.

<u>Web Advertisements (check)</u>	<u>Location</u>	<u>Cost</u>
☐ Side Bar/Frame Ad(390px x 80px)	Most pages mid / bottom frame (stationary)	\$299.00

Full payment is due with ad:

☐ Check, payable to "Las Vegas Management"

☐ Credit Card: _____
Type Number Expiration

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: () _____ FAX: () _____

Email: _____