

The Philadelphia National Candy Gift & Gourmet Show
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Candy Gift
& Gourmet
S H O W

BUYER'S GUIDE ADVERTISING SPACE REQUEST FORM
SEPTEMBER 7th - 9th 2014

DEADLINE: AUGUST 7, 2014

Please fax or mail form to contact information above.

Exhibiting Company Name _____
Contact Person _____ Booth # _____
Phone _____ Fax _____
E-Mail _____

The Retail Confectioners Association of Philadelphia is offering advertising space in The Philadelphia National Candy Gift & Gourmet Show Buyer's Guide. The Buyer's Guide is distributed to all Show attendees to use as a reference during and after each Show. PLEASE NOTE: We are increasing the size of our Buyer's Guide to 8.5" x 11", therefore we require all new Ad materials with full bleed pulled 1/8" on all sides.

4 COLOR*

- o Full Page/back cover = \$1,500
- o Full Page/inside front cover = \$1,000
- o Full Page/inside back cover = \$1,000
- o Full Page/inside center = \$850
- o Full Page = \$400
- o Half Page = \$275

*Based on availability. Please call to confirm.

Artwork Requirements

All exhibitors wishing to advertise in the Buyer's Guide must provide camera-ready art or electronic file (300 dpi minimum). Acceptable file formats are (in order of preference): PDF, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, EPS, and TIFF. JPEG files are acceptable, but not recommended due to lower image quality. Note: Quark XPress files are not acceptable. If you are using Quark XPress, save your artwork as a high resolution PDF. If sending a native Photoshop, Illustrator, or InDesign file, include all linked support files AND fonts. Photographs should be scanned at no less than 300DPI and 100% of their size. They should be saved in EPS or TIFF format, and in CMYK - RGB files are not acceptable. Convert all spot colors to CMYK for 4-color process. Live matter must be 3/8" from the edge. Please email artwork to: showmgt@phillycandyshow.com and call to confirm. Dimensions: Full page: 7.75" x 10.25" Half page: 7.75" x 4.75"

Payment

Ad artwork must be accompanied by payment in full. Payment and artwork must be received no later than deadline date above to insure space.

Ad Space Approval

Please indicate your Ad size by checking the appropriate box above and sign below with your approval.
I wish to reserve Ad space (as indicated above) in the upcoming Buyer's Guide:

(Your signature required) Date _____