



2020 Show Program Advertising Rates

Ad Specifications

	Non-Bleed			Bleed		
	Width	Height	Price	Width	Height	Price
Full Page	4¾"	x 7¾"	\$225	5¾"	x 8¾"	\$250
½ Page	4¾"	x 3¾"	\$140	5¾"	x 4¾"	\$165
¼ Page horizontal	4¾"	x 1¾"	\$110			
¼ Page vertical	2¾"	x 3¾"	\$110			
⅛ Page	2¾"	x 1¾"	\$85			

Premium Positions

Outside back cover is an additional \$50

Inside front or back cover is an additional \$25

Trim Size

The Show Program trims ⅛" off top bottom and outside edges. The final trim size of the publication is 5½" x 8½". Live matter should be a minimum of ¼" from top and bottom trimmed edges and ⅜" from the inside bound edge.

Resolution and Color Format

Color images should be 4 color CMYK graphics at no less than 300 dpi when output at final size. Preferred file formats are press ready formats, such as EPS, PDF or TIFF files.

Please contact Heidi@SBorchidshow.com for more information.

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