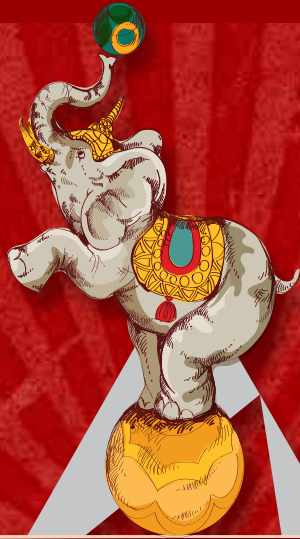


Position your company as a visible leader in the gift industry by reaching THOUSANDS OF BUYERS from around the world BEFORE/DURING/AFTER the LA Mart® Summer 2018 Market!



**SPECIAL
ADVERTISING
OPPORTUNITY**



To broaden your participation and your showroom exposure, you have the opportunity to advertise in the **LA Mart® Building Directory**.

Your advertisement will:

– **Create name recognition and exposure.**

Have your company name and product on the buyers' mind *before/during/after* the show through January of 2019!

– **Drive traffic to your showroom.**

Position your company on buyers' priority lists of "must-see" product display.

– **Boost your visibility.**

Ensure that your company stands out among other showrooms.

– **Reach other potential customers.**

The Building Directory distribution exposes your product to a wide range of buyers who visit the LA Mart® for a full six months after the Summer Market.

– **Be included in online version**

www.lamartdirectory.com
with hyperlink to your website.

Reserve your space NOW!

Reservation deadline: June 8, 2018

Please contact Brian Botkin at
(404) 255-6617 or **bbotkin@pubman.net**
to reserve your preferred placement.

Summer Market
JULY 19-23, 2018
WWW.LAMART.COM



ADVERTISING RATES & SPECIFICATIONS

Publication Date: July 19, 2018

Distribution: 10,000 copies of the LA Mart® Building Directory will be distributed to all attendees at the LA Mart Show and available the following six months in the building after the Show.

Also available online at lamart.com

New Marketing Packages – Limited Offering:

* Save \$100's on these Special Packages

Size	Price
1/2 Page	\$ 600 includes Product Photo in Website Preview Guide
Full Page	\$1,000 includes Elevator Door wrap and Product Photo in Website Preview Guide
Inside Front Cover	\$1,600 includes Elevator Door wrap and Product Photo in Website Preview Guide
Inside Back Cover	\$1,400 includes Elevator Door wrap and Product Photo in Website Preview Guide
Back Cover	\$1,800 includes Elevator Door wrap and Product Photo in Website Preview Guide
Center Spread	\$2,500 includes Elevator Door wrap and Product Photo in Website Preview Guide

* Photo profile in Website Preview Guide - unlimited value | Elevator wrap - lobby: \$500 value | Elevator wrap - floors: \$350 value

Standard Rates

Size	Price	Size	Price
Premium Positions:		Standard Ad:	
Inside Front Cover	\$1,400	Full Page	\$ 800
Inside Back Cover	\$1,200	1/2 Page (Horizontal)	\$ 500
Back Cover	\$1,600	Other Options:	
2-Page Center Spread	\$2,000	Product Profile	\$ 250
		.5 inch Block Ad with bold listing	\$ 100



TEMPS ON 2 - Special Marketing Opportunity

Diamond Anniversary Package: \$1000

Elevator Wrap,* Full Page Directory Ad, Photo/description in Pre-Show Website Guide

*elevator wrap ads only on the upper gift and home floors

Deadline: Contracts are due by **June 8, 2018** and artwork is due by **June 15, 2018**

Production Requirements: PDF files are required for all ads. Fonts must be outlined or embedded. All colors should be converted to CMYK (except black text).

Document setup:

300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels). Outline all fonts, flatten transparencies, embed all elements (no links). All colors must be CMYK (except black text); no PMS/Pantone

Submitting Ad Files:

Email your completed file to: gthurow@pubman.net

Compliance with Specifications: Ads that do not meet the proper size specifications will be handled as follows: Ads smaller than specified will be centered in the space. Ads larger than specified may, at the publisher's option, be returned to the advertiser or reduced to fit the proper space; additional production charges may be incurred.

Check Payments to: PubMan, Inc., 180 Interstate North Parkway, Suite 150, Atlanta, Georgia 30339

Important Notes: All advertising is subject to LA Mart approval. Payment on ad space is due at space deadline. All prices are net. All agreements are firm. Cancellations are non-refundable. No agency commission or cash discounts accepted. Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

Terms:

- Rates are based on digital file furnished by advertiser. Production services are available for an additional fee.
- Space is limited and available on a first-come, first-served basis. Placement is at the discretion of the Publisher, unless the advertiser has contracted for a Premium Position.

FULL PAGE

Non-Bleed:
(Trim)
6" x 9"

Bleed:
6.25" x 9.25"

Safety/Live Area:
5.375" x 8.375"

FULL PAGE

HALF PAGE (HORIZONTAL)

5 1/2" W x 4 1/4" H

HALF PAGE (HORIZONTAL)

NEW LOW COST OPPORTUNITIES



PRODUCT PROFILE



PubMan, Inc.
#booth number
www.pubman.net

BLOCK AD WITH BOLD LISTING



Produced and published by PubMan, Inc. | www.pubman.net