

Position your company as a visible leader in the gift industry by reaching more than **40,000** buyers from around the world **BEFORE/DURING/AFTER** the LA Mart® Winter/Spring 2017 Market!

**LA GIFT & HOME MARKET** *Everything Under the Sun*

**NEW DATE PATTERN**



**15-20, FEB 2017**  
PERMANENT SHOWROOMS  
LA MART



**17-19, FEB 2017**  
LAMKT TEMPORARIES  
2ND FLOOR LA MART



**17-20, FEB 2017**  
LAMKT TEMPORARIES  
WORLD STYLE CASH & CARRY | VINTAGE  
LOS ANGELES CONVENTION CENTER

LA GIFT & HOME MARKET JUST GOT EVEN BETTER  
Show Venues Join Forces!

- 200+ order-writing temporary booths at LA Mart
- Even more manufacturers, artisans and innovators
- Kentia Hall is back in its home at the LA Convention Center
- LA Mart welcomes new showrooms and expansions
- One-stop-shopping, One-of-a-kind West Coast resources

*Register Now!*  
[www.lagiftandhomemarket.com](http://www.lagiftandhomemarket.com)

**EXCITING NEW MARKETING OPPORTUNITY FOR 2017 WINTER/SPRING SHOW!**

The LA Mart in partnership with Urban Exposition will be sending out a Pre-Show Planner to over 20,000 potential buyers. Anyone who purchases a ½ page or more advertisement in the Show Directory will be guaranteed a complimentary Product Profile in this exciting new Pre-Show Planner. Please feel free to contact Brian Botkin at [bbotkin@pubman.net](mailto:bbotkin@pubman.net) or (404) 255-6617 for advertising information.

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.
- **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® six months after the Show.
- **Be included in online version**  
[www.lamartdirectory.com](http://www.lamartdirectory.com)  
with hyperlink to your website.

**Reserve your space NOW!**

*Reservation deadline: **January 13, 2017***

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

**Wed. Feb. 15 - Mon. Feb. 20, 2017**  
**WWW.LAMART.COM**



# ADVERTISING RATES & SPECIFICATIONS

**Publication Date:** February 15, 2017

**Circulation:** 10,000 copies

**Distribution:** The LA Mart® Building Directory will be distributed to all attendees at the LA Mart Show and available for six months after the Show and available online.

**Format:** 6" x 9" four-color process throughout directory

**Advertising Rates & Specifications below:**

Size	Dimensions (width x height)	Price
<b>Premium Positions:</b>		
<b>Inside Front Cover</b>	Non-Bleed (Trim) - 6" x 9"	\$1,400
<b>Inside Back Cover</b>	Bleed - 6.25" x 9.25"	\$1,200
<b>Back Cover</b>	Safety/Live Area: 5" x 8"	\$1,600
<b>2-Page Center Spread</b>	Non-Bleed - 12"x 9" Bleed - 12.5"x 9.5"	\$2,500
<b>Standard Ad:</b>		
<b>Full Page</b>	(see premium position specs above)	\$1,000
<b>1/2 Page (Horizontal)</b>	4.75" x 4"	\$ 600
<b>NEW Options:</b>		
<b>Product Profile</b>	25 words or less including company website plus product image	\$ 250
<b>.5 inch Block Ad with bold listing</b>	Company name, logo and website in <b>Bold</b>	\$ 100

**Deadline:** Contracts are due by **January 13, 2017** and artwork is due by **January 23, 2017**.

**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). Only one ad per PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

**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](mailto: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:** NEW – ads can now be paid for online!

If you would prefer to continue paying by check, please remit 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)**  
5½" W x 4¼" H

**HALF PAGE (HORIZONTAL)**



**New York Yankees Canvas Tailgate Tote Bag by The Extra Mile**  
General Gift, Booth 1206  
Great item for beach, or weekend travel.  
[www.theextramile.com](http://www.theextramile.com) 1-800-860-2940, fax 518-371-3979, email@theextramile.com

**New Silts Sassy Pet Saks by Douglas Company, Inc.**  
General Gift, Booth 1826  
Ten new Douglas Silts Saks. Zesty new styles in popular shades that offer maximum pester, new cat, dog, butterfly, cowboy boot, and guitar styles. SRP \$19.95.  
[www.douglascorp.com](http://www.douglascorp.com) 1-800-950-9502

**New Snugglers by Douglas Company, Inc.**  
General Gift, Booth 1826  
Five new Douglas Snugglers in pure hues with complimentary sales tags. Orange Dog, Green Frog, Blue Dog, Pink Horse, and Pink Dog. SRP \$12.17 reverse.  
[www.douglascorp.com](http://www.douglascorp.com) 1-800-950-9502

**Real Leaf Ornaments by The Rose Lady**  
General Gift, Booth 2967  
Real leaf ornaments are preserved in precious metals to last a lifetime. Each leaf is hand selected, sized and dipped in gold, silver or copper.  
[www.theroselady.com](http://www.theroselady.com) 800-767-2165

**Bamboo GrowPot® Organic Basil Garden by POTTING SHED CREATIONS, LTD.**  
General Gift, Booth 7344  
Complete herb - flower garden to grow in handmade bamboo pots.  
[www.pottingshedcreations.com](http://www.pottingshedcreations.com)

**PRODUCT PROFILE**

**PMI** PubMan, Inc. #both number  
[www.pubman.net](http://www.pubman.net)

**BLOCK AD WITH BOLD LISTING**

