

FAIRS & EXPOS MAGAZINE ADVERTISING

AD SIZE	NUMBER OF ADS IN A 12-MONTH PERIOD		COVERS		
	1X	6X	Inside Front	Inside Back	Outside Back
1/6 Page (2¼" x 5")	\$195	\$165			
1/3 Page (5" x 5", 2¼" x 10", or 3¼" x 7½")	\$280	\$238			
1/2 Page (7½" x 5")	\$380	\$323			
Color 1/2 Page (7½" x 5")	\$580	\$493			
Full Page* (8½" x 11" or Bleed Size 8¾" x 11¼")	\$575	\$488			
Color Full Page* (8½" x 11" or Bleed Size 8¾" x 11¼")	\$775	\$658	\$800	\$800	\$900

**Full page live matter size is 7½" x 10"*

NOTE: All ad sizes may be combined to earn multiple-insertion discount. As shown above, there is a 15% discount for a six-issue annual contract. Recognized advertising agencies can receive a 15% commission on gross billing provided the account is paid within 30 days of invoice date. Commissions will be forfeited when account goes beyond 30 days.

DIGITAL REQUIREMENTS

All files should be prepared on a Macintosh platform. Acceptable formats include: PDF files (distilled, print optimized, with fonts embedded); QuarkXpress Version 5 or greater (with fonts and images); Illustrator Version 8 EPS (with fonts converted to outlines); Freehand EPS (with type converted to paths); or InDesign Version 2.2 or greater (with fonts converted to outlines). All color images should be converted to CMYK format at 300 dpi. Please send a laser print of the final document with your disk. Production charges may apply to all color advertisements sent on disk. Microsoft programs or word processor programs are not acceptable as final documents. Contact the IAFE with additional questions.

AD LAYOUT SERVICE

Our staff can prepare an ad from your copy, photos, and illustrated material. Minimum charge is \$25. There will be additional charges for scans — call for a quote. Please allow extra time for ad preparation.

DEADLINE

Deadline is the 15th of the month preceding the issue of insertion. *Fairs & Expos* is published six times annually: January/February, March/April, May/June, July/August, September/October, and November/December.

DIRECTORY ADVERTISING

The IAFE Directory is an easy-to-read, spiral-bound, 8½" x 11" publication of more than 200 pages containing pertinent information about IAFE members published in January. Deadline is January 15.

All Ads Are Full Page (8½" x 11" or Bleed Size 8¾" x 11¼")
Live matter size is 7½" x 10"

Black and White.....\$595
Color.....\$795
Tabbed Dividers.....\$850

(All advertisers will receive an upgraded membership listing, consisting of a yellow background highlighting the listing.)

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WEBSITE ADVERTISING

You can purchase a 120x120 pixel ad or a 250x100 pixel ad (premium), which will appear on the IAFE home page, the Find a Fair page, and the Find an Associate page at www.fairsandexpos.com. The ads are all stationary on the page and will also serve as a direct link to your company's website.

We require gif images at 72 dpi. You may submit the digital file to us via e-mail or CD.

The 120x120 pixel ad rate is \$395 per month. The rate for website advertisers committing to three months will be \$355 per month. Any advertisers making a 12-month commitment will receive a \$300 per month rate.

The 250x100 pixel ad (premium) rate is \$495 per month. The rate for website advertisers committing to three months will be \$445 per month. Any advertisers making a 12-month commitment will receive a \$375 per month rate.

LABELS FOR DIRECT MAIL

IAFE members can purchase a set of IAFE member fair **OR** IAFE associate member mailing labels for \$300 (approximately 1,300 fair or 1,100 associate labels).

If you don't need the entire set of fair labels, you may also purchase labels of fairs from specific states or provinces or labels of fairs from the following attendance categories:

- 24,999 and under
- 25,000-99,999
- 100,000-199,999
- 200,000-499,999
- 500,000-999,999
- Over 1 million

If you don't need the entire set of associate labels, you may also purchase labels from the following specific categories: Advertising & Public Relations; Associations; Attractions; Auto Thrill Shows/Motorsport Attractions; Beverages; Booking & Talent Agencies; Carnivals & Midway Rides; Commercial Exhibits; Concessions; Concessions-Food; Consultants; Departments of Agriculture; Equipment; Events; Fair Supplies; Fireworks; Insurance; Livestock Equipment; Publications; Ride Manufacturers/Distributors; Security; Show Productions; Special Services; Staging, Sound & Lighting; Technology Services; Tents; Tickets/Ticketing Services; or Venues.

If you do not purchase the entire set of labels, you will be charged 25 cents per label. There will be a \$50 minimum charge for all orders, regardless of the number of labels.