

# Don't Miss Your Opportunity to:

- Increase sales by reaching **over 2,000** Fairs & Expos subscribers
- Reach Virtual Vision attendees with **bonus** mailing distributions

## ADVERTISE

in the **November/December issue**  
of *Fairs & Expos*  
**print** and **online magazine!**

Reserve your advertisement space **TODAY!**

**Deadline: October 19, 2020**



### MECHANICAL SPECIFICATIONS

*Fairs & Expos* is printed by sheetfed, off-set process.

**Type Size** is 7½ inches by 10 inches

**Trim Size** is 8½ inches by 11 inches

**Bleed Size** is 8¾ inches by 11¼ inches

### DIGITAL REQUIREMENTS

Acceptable documents: high resolution PDF's (fonts embedded); QuarkXpress (with fonts and images); Illustrator EPS (with fonts converted to outlines); and Photoshop tif. *Fairs & Expos* does not accept PC files that cannot be imported into QuarkXpress for a Macintosh platform.

Black-and-white photos should be scanned grayscale at 300 dpi. Four-color images should be scanned CMYK at 300 dpi. Send files on a Zip disc or CD. Please supply a hard-copy proof. Please 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.

**1.800.516.0313**

[steves@fairsandexpos.com](mailto:steves@fairsandexpos.com)

**iafe** THE NETWORK!

1/6 PAGE (2¼" x 5") .....	\$445
1/3 PAGE (5" x 5", 2¼" x 10", or 7½" x 3¼") .....	\$540
1/2 PAGE (7½" x 5") .....	\$655
FULL PAGE (7½" x 10" or Bleed Size 8¾" x 11¼") .....	\$875

Subtract \$225 from the above rates for black-and-white advertisements.

## FAIRS & EXPOS

### Advertisement Reservation Form

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City and State: \_\_\_\_\_ Zip: \_\_\_\_\_

Your Name: \_\_\_\_\_

#### Black and White:

Full \_\_\_\_\_ 1/2 Page \_\_\_\_\_ 1/3 Page \_\_\_\_\_ 1/6 Page \_\_\_\_\_

#### Color:

Full \_\_\_\_\_ 1/2 Page \_\_\_\_\_

Copy will be sent on the following date: \_\_\_\_\_

**Return to: IAFE • 3043 E. Cairo • Springfield, MO 65802**