

# ADVERTISING

We'll not only give you the floor, but help you make the most of it - and help your target audience to beat a path to your door!

Call show management for information 513-421-7387.

## Advertising Opportunities Everything Pets Expo 2009 Program Book

**Everything Pets Expo 2009 will be held at the Duke Energy Center, March 27-29, 2009.**

- Advertising in the program book offers you concentrated exposure to the thousands of attendees and their families. Attendees refer to the show program for guidance throughout the 3 day expo.
- Put your message in the hands of your target customers and leave an impression that influences purchasing decisions long after the expo is over. The program is carried all over the show floor, creating an indispensable selling tool! Take advantage of this opportunity to put your message in the spotlight. To reserve your ad space contact Show Management!!

**Closing Date for Space:**

February 20, 2009

No cancellations will be accepted after reservation is made.

**Closing Date for Ad Materials:**

February 20, 2009

**Ad Materials**

Digital ads accepted in EPS or PDF formats, all images and fonts embedded; TIFF and JPG formats are 1,200 ppi with no compression applied.

*The publisher reserves the right to determine what position can be reserved.*

Size	Dimensions	Rate
Full page.....	7" x 10"	\$1,500
½ page.....	Horz 7" x 4 7/8"	\$700
½ page.....	Vert 3 3/8" x 10"	\$700
¼ page.....	3 3/8" x 4 7/8"	\$500
Trim Size.....	8 1/4" x 11"	
Bleed Size.....	8 3/4" x 11 1/4"	

### Aisle Signs - \$500.00

- Aisle signs are 28":x 44" hung 12' above the show floor for maximum exposure for your company.
- Numbered signs identify each row.
- Add your logo, image, website to one set of aisle signs.



### Park Bench Seating - \$250.00

- Place your signs, banners or brand identity on a park bench located on the show floor for high impact visibility! A great way to place your messaging – reinforces your brand in the mind of attendees – use this space to drive traffic to your booth!

### Ticket Station - \$250.00 (per day)

- Place your coupons, flyers or collateral materials directly in the hands of each attendee. Your coupons, flyers or collateral material is handed to every attendee with their purchased ticket. Get noticed first – before the attendee has stepped into the exhibit hall.



### Exhibit Hall Entrance - \$250.00

- Place your signs, banners or brand identity at the entrance to the exhibit hall. Attendees will see your branding as they enter the exhibit show floor.

### Website Ads

- Place your company's logo on our most visited page on our website. Contact show management for more info.