

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® Summer/Fall 2017 Market!

LA Mart Building Directory Summer/Fall July 20-24, 2017

EXCITING NEW MARKETING OPPORTUNITY FOR 2017 SUMMER/FALL SHOW!

The LA Mart in partnership with Urban Exposition will be sending out a Pre-Show Planner to over 25,000 potential buyers. Anyone who purchases a ½ page or more advertisement in the Show Directory will be guaranteed a complimentary Photo Product Profile, a \$300 value, in this exciting new Pre-Show Planner. Please feel free to contact Brian Botkin at 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
with hyperlink to your website.

Reserve your space NOW!

Reservation deadline: **June 9, 2017**

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

Thurs. July 20 - Mon. July 24, 2017

WWW.LAMART.COM



ADVERTISING RATES & SPECIFICATIONS

Publication Date: July 20, 2017

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.

New Marketing Packages – Limited Offering:

* Save \$100's on these Special Packages

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

* Photo profile in Product Preview Guide \$300 value | Elevator wrap - lobby: \$500 value | Elevator wrap - floors: \$350 value

Standard Rates

Size	Price
Premium Positions:	
Inside Front Cover	\$1,400
Inside Back Cover	\$1,200
Back Cover	\$1,600
2-Page Center Spread	\$2,000

Size	Price
Standard Ad:	
Full Page	\$ 800
1/2 Page (Horizontal)	\$ 500
Other Options:	
Product Profile	\$ 250
.5 inch Block Ad with bold listing	\$ 100

Deadline: Contracts are due by **June 9, 2017** and artwork is due by **June 20, 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

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.

<p>FULL PAGE Non-Bleed: (Trim) 6" x 9"</p> <p>Bleed: 6.25" x 9.25"</p> <p>Safety/Live Area: 5.375" x 8.375"</p>
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FULL PAGE

<p>HALF PAGE (HORIZONTAL) 5½" W x 4¼" H</p>
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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 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 everything from new cat, dog, bulldog, butterfly, cowboy boot, and guitar styles. SRP \$19.95.
www.douglascorp.com 1-800-952-9522

New Snugglers by Douglas Company, Inc.
General Gift, Booth 1826
Five new Douglas Snugglers in pure hues with complimentary snuggly trim. Orange Dog, Green Frog, Blue Dog, Pink Horse, and Pink Dog. SRP \$12.17 reverse.
www.douglascorp.com 1-800-952-9522

Real Leaf Ornaments by The Rose Lady
General Gift, Booth 2987
Real leaf ornaments are preserved in precious metals to last a lifetime. Each leaf is hand-painted, sized and dipped in gold, silver or copper.
www.theroselady.com 800-767-2185

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

PRODUCT PROFILE

	<p>PubMan, Inc. #both number www.pubman.net</p>
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BLOCK AD WITH BOLD LISTING