

Position your company as a visible leader in the gift industry by reaching more than tens of thousands of buyers from around the world **BEFORE/DURING/AFTER** the LA Mart® Winter 2018 Market!



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 through June of 2018!

– **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® for a full six months after the Winter Market.

– **Be included in online version**

www.lamartdirectory.com with hyperlink to your website.

Reserve your space NOW!
Reservation deadline: Dec. 15, 2017

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

WINTER MARKET - JANUARY 18-22
TEMPS ON 2 - JANUARY 19 - 22

WWW.LAMART.COM



ADVERTISING RATES & SPECIFICATIONS

Publication Date: January 18, 2018

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 at lamart.com

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

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)
5 1/2" W x 4 1/4" H

HALF PAGE (HORIZONTAL)



LA MART TEMPS ON 2 **TEMPS ON 2 - Special Marketing Opportunity**
Diamond Anniversary Package: \$1000
 Elevator Wrap,* Full Page Directory Ad, Photo/description in Pre-Show Preview Guide
 *elevator wrap ads only on the upper gift and home floors

Deadline: Contracts are due by **Dec. 15, 2017** and artwork is due by **Dec. 22, 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).

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: gthrow@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 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.

New York Yankees Canvas Tailgate Tote Bag by The Extra Mile
 General G/F, Booth 1206
 Great item for beach, or weekend travel.
www.theextramile.com 1-800-860-2940, fax 518-371-3979, email@nycap.com

New Silly Sassy Pet Saks by Douglas Company, Inc.
 General G/F, Booth 1634
 Fun new Douglas Silly Saks. Zesty new styles in popular shapes that offer a working partner: new cat, doghouse, butterfly, cowbird, boat, and guitar styles. www.douglasstays.com 1-800-992-9002

New Slinggals by Douglas Company, Inc.
 General G/F, Booth 1634
 Fun new Douglas Slinggals in over 100 complementary styles with: Orange Dog, Green Frog, Blue Dog, Pink Horse, and Pink Dog. 8 1/2" x 11" square. www.douglasstays.com 1-800-992-9002

Real Leaf Ornaments by The Rose Lady
 General G/F, Booth 2567
 Real leaf ornaments are guaranteed to produce realistic to last a lifetime. Each leaf is hand-picked, sized and shaped to give, live or appear. www.theroselady.com 800-763-3155

Bamboo GrowPot® Organic Basil Garden by POTTING SHED CREATIONS, LTD.
 General G/F, Booth 7044
 Complete herb - flower gardens to grow in handmade bamboo pots. www.pottingshedcreations.com

PRODUCT PROFILE

PubMan, Inc.
#booth number
www.pubman.net

BLOCK AD WITH BOLD LISTING