

Advertising Opportunities for

INTERWEAVE Bead FEST PHILADELPHIA

AUGUST, 20 – 23, 2009

- **STAND OUT FROM THE CROWD!**
- **INCREASE TRAFFIC TO YOUR BOOTH!**
- **BOOST POST-SHOW CONTACTS AND SALES!**
- **ENHANCE VISIBILITY!**

This is your opportunity to maximize your show exposure by advertising in our 4-color Bead Fest show directory. As our attendees enter the show, they are handed a FREE directory. It is also continuously available during show hours at the show entrance. Showcase your products, services, and location and increase your visibility with a display ad, banner, sign or goody bag insert. You will also increase your "post-show" contacts and sales as students and attendees take the directories and bags home with them for future reference.

Check out our low rates below and be sure to take advantage of this great opportunity. Please mark the box of your ad choice and complete the form below to schedule your advertisement.

Space reservation deadline for ads is **July 1, 2009**. Ad material is due **July 15, 2009**. (*Don't have an ad ready?* We can design your ad for you for a low fee. 1/12 & 1/6 Page is \$10; 1/4 Page and larger is \$25. Prices are for text/typing and laying out submitted images/logos. Photography not included.) Space is limited. **Scheduled ads cannot be cancelled.**

In the absence of ad material by deadline, we will either use your last ad on file with updated booth information or create a text-only ad with company name, url/e-mail, & booth number.

PRINT OPPORTUNITIES

- 2-Page Spread \$ 980
- Cover 4 * \$ 935
- Cover 3 * \$ 840
- Cover 2 * \$ 840
- Full Page..... \$ 590
- 2/3 Page (4.5" x 10")..... \$ 485
- 1/2 Page horizontal (7" x 4.875") \$ 375
- 1/2 Page vertical (3.375" x 10") \$ 375
- 1/3 Page square (4.5" x 4.875") \$ 250
- 1/3 Page vertical (2.125" x 10") \$ 250
- 1/4 Page (3.375" x 4.875") \$ 225
- 1/6 Page horizontal (4.5" x 2.375") \$ 175
- 1/6 Page vertical (2.125" x 4.875") \$ 175
- 1/12 Page (2.125" x 2.375") \$ 100

- * COVER TRIM 7.875" x 10.875"
- BLEED 8.375" x 11.375"
- NO BLEED 7.375" x 10.375"

OTHER OPPORTUNITIES

- Ceiling banner (8' x 3.5' - we create & hang, you keep)..... \$ 785
- Ceiling banner (8' x 4' max - you provide, we hang, you keep)..... \$ 525
- Lobby poster (includes display, you provide, you keep) \$ 470
- Goodie bag flyer/catalog insert (Up to 3M flyers, 8 pg max. you supply)..... \$ 390
- Goodie bag product sample insert (Up to 3M samples, you supply) \$ 155
- Literature table (Printed materials up to 8.5" x 11") \$ 340
- Coupon in *the Philadelphia Show Guide* (distributed at the show, online & on the literature table at Bead Fest Philadelphia)..... \$ 200 (3.75" x 2.5" 4-color, printed on both sides)

Product samples, flyers, and catalogs for goody bags are due July 30, 2009. Banners and posters are also due July 30, 2009. Please use the address below and label package "Bead Fest Philadelphia".

PLEASE COMPLETE AND RETURN THIS FORM AS SOON AS POSSIBLE TO SECURE THESE OPPORTUNITIES.

Company Name: _____ Contact Name: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Charge my Visa M/C Amex: _____ Exp. Date: _____

Check Sent Invoice me (if you currently advertise with Interweave titles and have established credit/receive invoices ONLY. Otherwise, payment due by ad material due date)

Signature: _____

www.beadfest.com • E-mail: TBoone@interweave.com

300 Chesterfield Parkway, Suite 100, Malvern, PA 19355 USA • Phone: (800) 272-2193 ext. 422 • Fax: (970) 613-4656