

Advertise in the Official Show Directory distributed to the buyers who attend this special event!

Rates and **SPECIFICATIONS**

Full-color	Net Rate
Full page	995
2/3 page	790
1/2 page	675
1/3 page	550
1/4 page	395
1/6 page	265
1/8 page	175

Special Ad Placements	Net Rate
Back Cover	SOLD
Inside Front Cover	1195
Inside Back Cover	1095
Center Spread	2290
Belly Band (around cover)	2300



1/8 PAGE
Horizontal
3-1/2" x 2-3/8"
(W x H)



1/6 PAGE
Horizontal
4-5/8" x 2-1/8"
(W x H)



1/6 PAGE
Vertical
2-1/4" x 4-3/4"
(W x H)



1/4 PAGE
3-1/4" x 4-3/4"
(W x H)



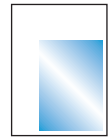
1/3 PAGE
Horizontal
4-5/8" x 4-3/4"
(W x H)



1/3 PAGE
Vertical
2-1/4" x 10"
(W x H)



1/2 PAGE
Horizontal
7" x 5"
(W x H)



1/2 PAGE
Vertical
4-5/8" x 7-5/8"
(W x H)



2/3 PAGE
4-5/8" x 10"
(W x H)



Full PAGE
8-3/8" x 11-1/8"
(W x H)
Trim size: 8-1/8" x 10-7/8"
*Please keep live area 1/4"
from trim*

Files accepted: 300 dpi, CMYK – flattened
PDF, TIFF, EPS, or JPEG
Upload files to: fwpi.com/upload-ad.php
Select <NAMTA Directory>

Reserve Ad Space in the Official Show Directory by January 27

Tim Braden

Fahy-Williams Publishing Inc.
(800)344-559/(315)789-0458
Mon-Fri 9am-5pm EST
tbraden@fwpi.com

Ad **BONUS**

- Reserve your display advertisement and receive a free, full-color logo identifier within the exhibitor listings with a reference to your ad page number.
- **PLUS!** Your advertisement will be featured in the Digital Version of the Show directory – with a link to a landing page of your choice – absolutely free!