



## Display Week 2017 Exhibit and Product Guide

### *Special Advertising Opportunity for Exhibitors at Display Week 2017*

Place your Advertisement in the hands of thousands of show attendees. Stand out from the crowd by gaining additional exposure in the on-site **2017 Display Week Exhibit and Product Guide**.

The Exhibit and Product Guide will be made available to the thousands of international display enthusiasts attending Display Week 2017. The Exhibit & Product Guide will be distributed at the show registration desks, at the Main Entrance to the show and other strategic locations in the Los Angeles Convention Center.

Please contact Jim Buckley or Sue Chung (see below) to discuss advertisement availability and book location. We look forward to helping you make your show experience a great one.

#### **Deadlines:**

Booking confirmation deadline: **April 14, 2017**

Submission of electronic files: **April 21, 2017**

#### **Exhibit Guide Advertising Rates:**

##### *DW16 Exhibitor Rate*

Full Page 4/c..... \$1,000

1/2 Page 4/c (horizontal)..... \$750

##### *Non-Exhibitor Rate*

Full Page 4/c .....\$2,000

½ page 4/c (horizontal).....\$1,500

#### **Advertising Specifications:**

Full Page .....8 1/8 by 10 7/8 deep

1/2 Page .....7" x 4-1/2" deep

Trim Size .... 8 1/8 x 10 7/8 deep

Bleed Size.....8 3/8 by 11 1/8 deep

Image Area.....7-1/2" x 10" deep

Color Screen.....150 dpi

#### **Electronic Files:**

For files created from a desktop publishing program (Quark, InDesign, Adobe Illustrator, etc.) the fonts, linked art, and linked photographs should be included. Linked files (Photoshop or Illustrator) should be in .jpg, eps or tif' format. For best image quality in Photoshop, resolution should be 300 to 350 dpi and the color mode should be CMYK.

For PDF files (Acrobat Distiller 4.0 and 5.0), the setting should be set for "Press Optimized," which will provide us with a CMYK high-resolution (300 dpi) file with all fonts embedded. Later versions (Acrobat Distiller 6.0 and 7.0, etc.) have two PDF-X1A settings that were created for the printing industry as a prepress standard.

#### **Shipping Instructions:**

Please email all contracts, insertion orders, electronic files, match prints, and related correspondence to: Danielle Rocco at [drocco@pcm411.com](mailto:drocco@pcm411.com). If you must send physical mail, please send to:

Danielle Rocco, Advertising Coordinator, PCM, 411 Lafayette St., Suite 201, New York, NY 10003

#### **CONTACT:**

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