



Display Week 2018 Exhibit and Product Guide

Special Advertising Opportunity for Exhibitors at Display Week 2018

Place your Advertisement in the hands of thousands of show attendees. Stand out from the crowd by gaining additional exposure in the on-site **2018 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 2018. 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 reserve a location. We look forward to helping you make your show experience a great one.

Deadlines:

Booking confirmation deadline: **April 13, 2018**

Submission of electronic files: **April 20, 2018**

Exhibit Guide Advertising Rates:

DW18 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 Page7" x 4-1/2" deep

Trim Size8 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.

CONTACT:

Jim Buckley - Europe and the Americas
203-502-8283; e-mail: jbuckley@pcm411.com

Sue Chung – Asia
408-489-9596; schung@sid.org