



Pittcon Pocket Guide

PITTCON's Official Pocket Guide

Pittcon Pocket Guide

The Pittcon Pocket Guide is your advertising opportunity to reach attendees both prior to the meeting and on site. The guide is a portable, user friendly show directory carried by attendees to assist them in managing the logistics of the four-day conference. The Pittcon Pocket Guide has been published consecutively for over 30 years. It is a dependable, accessible resource used by everyone.

Benefits of advertising:

- Additional exposure to 15,000 attendees in a popular product that is used by more than 70% of show registrants.
- Selective ad placement in your choice of sections including the inside front cover and back cover positions.
- Distributed in the registration area.
- The Pocket Guide is mailed to select pre-registered attendees two weeks prior to the event. Be sure your advertisement appears in the Pittcon Pocket Guide to be seen in advance of the conference.

ADVERTISING RATES

Full Page	\$9,450
Half Page	\$5,355
Covers	\$10,060

Ad rates include standard 2-color or 4-color.
PMS colors are not available.

DUE DATES

Ad Closing & Materials DueJanuary 16, 2016

PRODUCTION CONTACT INFORMATION

For additional production information contact
Chuck Wilson at 570-476-3103 or email
cwilson@cnpnet.com

MECHANICAL SPECIFICATIONS

Dimensions listed width x height

Full Page	
Image	3-1/2" x 8"
Trim	4" x 8-1/2"
Bleed	4 -1/8" x 8-5/8"
Half Page	3-1/2" x 4"
Bleed Spread	8-1/4" x 8-5/8"
Binding Method	Saddle wire

ELECTRONIC/DIGITAL FILE

Format: PDF/X-1a Include all high-resolution images and fonts prior to saving file. Images must be SWOP (CMYK or grayscale) TIFF or EPS. Zipped files cannot be accepted.



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Pittcon Pocket Guide Insertion Order

Company _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ FAX _____ Pittcon Booth _____

E-Mail _____

Signature _____ Date _____

Complete this order and email to: cwilson@cnpnet.com or FAX to: 570.241.0030

SELECT YOUR AD SIZE

☐ Full Page.....\$9,450

☐ Half Page..... \$5,355

Covers \$10,060

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DEADLINE

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