



PITTCON TODAY
The Official Show Daily of PITTCON

Advertising Opportunities with Pittcon Today

Guarantee sustained exposure for your brand, right through the Pittcon season. With just one booking, at one price, you can place your ad in pre-, on-site and post-show publications for maximum promotional mileage.

One low advertising rate covers ALL FIVE editions.

The Pittcon Today Ad Package includes:

BEFORE THE SHOW

Pre-Show eEdition—Digital edition sent to more than 10,000 pre-registrants two weeks before the show

DURING THE SHOW

Three Show Daily Issues (Monday, Tuesday & Wednesday)—Published on location and distributed to over 15,000 attendees throughout the convention center and select hotel drops

AFTER THE SHOW

Post-Show eEdition—Per reader's request, a comprehensive wrap-up sent to all registered attendees

INCLUDED IN YOUR AD PACKAGE:

- Display ad in ALL FIVE Pittcon issues:
 - > Pre-Show eEdition (digital)
 - > Show Daily Monday (print)
 - > Show Daily Tuesday (print)
 - > Show Daily Wednesday (print)
 - > Post-Show eEdition (digital)
- A Product Showcase
- Priority placement of submitted articles
- Your booth location highlighted on the exhibitor map included in each issue

ADVERTISING RATES

Unit Rates	Exposure	Full Color
Full Page	5 placements.....	\$10,660
2/3 Page Vertical.....	5 placements.....	\$7,415
1/2 Page Vertical.....	5 placements.....	\$5,280
1/2 Page Horizontal	5 placements.....	\$5,280
1/4 Page Vertical.....	5 placements.....	\$4,220
1/6 Page Horizontal	5 placements.....	\$2,815

Special positions: Consult publisher for covers 2 and 3, outside back cover, cover banner and center spread.

Ad Changes > 3 Show Daily print issues

One Change: \$1,350 Two Changes: \$2,200

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.

MECHANICAL SPECIFICATIONS

Full Page - Trim.....	9" x 12"
Full Page - Bleed.....	9.25" x 12.25"
2/3 Page Vertical.....	6.1" x 10.48"
1/2 Page Vertical.....	6.1" x 7.8"
1/2 Page Horizontal	8.2" x 5.16"
1/4 Page Vertical.....	4.0" x 5.16"
1/6 Page Horizontal	6.1" x 2.53"

KEY DATES

New Product Showcase	February 9, 2016
Editorial submissions	February 9, 2016
Ad Closing.....	February 9, 2016

Materials Due:

Pre-Show eEdition	February 9, 2016
Show Daily & Post-Show eEdition.....	February 12, 2016

For production information contact Chuck Wilson at 570-476-3103



PITTCON TODAY
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Pittcon Today 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

Unit Rates	Exposure	Full Color
<input type="checkbox"/> Full Page.....	all five issues.....	\$10,660
<input type="checkbox"/> 2/3 Page Vertical	all five issues.....	\$7,415
<input type="checkbox"/> 1/2 Page Vertical	all five issues.....	\$5,280
<input type="checkbox"/> 1/2 Page Horizontal	all five issues.....	\$5,280
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To reserve ad space, you may fill out and submit this insertion order or contact Chuck Wilson directly by email cwilson@cnpnet.com or phone (570) 476-3103.