



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 Wrap eEdition—per reader’s request, a comprehensive wrap-up sent to all registered attendees

ALSO INCLUDED IN YOUR AD PACKAGE:

- A Product Showcase—free to advertisers
- 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	\$10,350
2/3 Page (Vertical)	5 placements	\$7,200
1/2 Page (Vertical)	5 placements	\$5,125
1/2 Page (Horizontal)	5 placements	\$5,125
1/4 Page (Vertical)	5 placements	\$4,095
1/6 Page (Horizontal)	5 placements	\$2,730

MECHANICAL SPECIFICATIONS

Full Page, Trim Size	9" X 12" (228.6mm x 304.8mm)
Full Page, With Bleed	9.25" x 12.25" (234.95mm x 311.15mm)
2/3 Page (Vertical)	6.1" x 10.48" (154.94mm x 266.192mm)
1/2 Page (Vertical)	6.1" x 7.8" (15.5 x 19.9 cm)
1/2 Page (Horizontal)	8.2" x 5.16" (208.28mm x 131.064mm)
1/4 Page (Vertical)	4" x 5.16" (100.584mm x 131.064mm)
1/6 Page (Horizontal)	6.1" x 2.53" (154.92mm x 64.298mm)

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.

KEY DATES

New Product Showcase	February 8, 2014
Editorial submissions	February 8, 2014
Ad Closing	February 8, 2014
Materials Due:	
Pre-Show eEdition	February 8, 2014
Show Daily & Post-Show eEdition	February 13, 2014

For production information contact Joe Davis at 202-872-6127.

To place an ad, contact your C&EN Onsite sales representative listed at cenmediakit.org/onsite.