



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 almost 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 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.

2014 ADVERTISING RATES (Gross)

Full Page	\$9,170
Half Page	\$5,200
Covers	\$9,760

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

DUE DATES

Ad closing & Materials Due	January 16, 2014
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PRODUCTION CONTACT INFORMATION

For additional production information contact **Joe Davis** at **202-872-6127** or go to cenmediakit.org/onsite.

MECHANICAL SPECIFICATIONS

Ad Dimensions

All dimensions listed by 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 Size: 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.