

## Advertising Opportunities with PITTCON Today

Guarantee sustained exposure for your brand, right through the PITTCON season. With just one booking, at one price, place your ad in all 5 issues of PITTCON's official publication for maximum promotional mileage.

**One low advertising rate includes all 5 official issues:**

### BEFORE THE SHOW

Pre-Show eEdition—Digital edition sent to nearly 10,000 pre-registrants two weeks before the show opens.

### DURING THE SHOW

3 Show Daily issues (Monday, Tuesday & Wednesday)—Published on site and distributed to over 15,000 attendees at the convention center and select hotel drops.

### AFTER THE SHOW

Post-Show eEdition—Per reader's request, a comprehensive digital wrap-up edition sent to all registered attendees the week after PITTCON closes.

## 2017 ADVERTISING RATES

### Full Color Unit Rates

Full Page .....	all 5 issues.....	\$10,980
2/3 Page Vertical .....	all 5 issues.....	\$7,640
1/2 Page Vertical .....	all 5 issues.....	\$5,440
1/2 Page Horizontal .....	all 5 issues.....	\$5,440
1/4 Page Vertical .....	all 5 issues.....	\$4,345
1/6 Page Horizontal .....	all 5 issues.....	\$2,900

### Premium Positions

Cover Banner / Covers 2, 3 and 4 / Center Spread  
*For rates and availability please consult publisher.*

### Overnight Ad Changes (Show Daily issues)

One Change: \$1,250 Two Changes: \$2,200

## Added Value

### New Product Showcase

Advertisers are invited to submit (at no additional charge) a short write-up and color photo to run in the magazine's New Product Showcase section.

### Editorial Submissions

Advertisers are given priority placement of submitted editorial. See "Editorial Guidelines."

## Mechanical Specifications

*All dimensions listed as width x height*

### Full Page

Trim size: 9" x 12"

Bleed: 9.25" x 12.25"

Live area: Any matter not intended to bleed must be at least 1/4" within the trim size (3/8" preferred)

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"
Cover Banner .....	8.2" x 1.75"

**Color:** 4-color process (CMYK)

*PMS colors are not available.*

**Digital File Format:** PDF/X-1a

All fonts must be embedded. Files can be sent as CMYK, RGB or Grayscale at 300 dpi or more. Fractional ads do not need crop marks and need to be to size. Full page ads that bleed need crop marks and crop marks should be placed outside of the bleed area.

## Key Dates

Ad Closing and Materials..... February 10, 2017

## Contact

**Chuck Wilson**  
570-476-3103 office  
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cwilson@cnpnet.com



**CE Communications Group LLC**

Publisher..... Kenneth Carroll  
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Editor..... Sharon Donovan  
editor.pittcon.showdaily@gmail.com

Art Director..... Connie Hameedi  
connie@sheefishgraphics.com

### Advertising Management

Chuck Wilson..... cwilson@cnpnet.com  
Tom Scanlan..... scanlan319@gmail.com  
Bob LaPointe..... lapointebob40@yahoo.com

## 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](mailto:cwilson@cnpnet.com) or FAX to: 570-517-0752**

### SELECT YOUR AD SIZE

#### Full Color Unit Rates

- Full Page ..... all 5 issues..... \$10,980
- 2/3 Page Vertical ..... all 5 issues..... \$7,640
- 1/2 Page Vertical..... all 5 issues..... \$5,440
- 1/2 Page Horizontal ..... all 5 issues..... \$5,440
- 1/4 Page Vertical ..... all 5 issues..... \$4,345
- 1/6 Page Horizontal ..... all 5 issues..... \$2,900

**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: \$1,250     Two Changes: \$2,200

#### Digital File Format: PDF/X-1a

All fonts must be embedded. Files can be sent as CMYK, RGB or Grayscale at 300 dpi or more. Fractional ads do not need crop marks and need to be to size. Full page ads that bleed need crop marks and crop marks should be placed outside of the bleed area.

### Here is what's included in your rate:

- Display ad in all 5 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 the Show Daily issues

### MATERIAL DEADLINES

- New Product Showcase..... February 10, 2017
- Editorial submissions ..... February 10, 2017
- Advertising Materials..... February 10, 2017



**CE Communications Group LLC**  
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