

PITTCON¹⁷

POCKET GUIDE

March 5-9, 2017
Chicago IL



Advertising Opportunities with 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 the show's official guide and published consecutively for 33 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.
 - Technical Sessions
 - Exhibitor List (advertisers are highlighted)
 - Fold-out Floor Plan (advertisers are highlighted)
 - Pittcon Activities
 - Short Courses
 - Restaurant Guide
 - Local Attractions
 - Shuttle Bus Routes
 - Hotel Information
- Distributed all week at Pittcon registration and kiosks throughout the registration center
- Mailed to 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!

2017 ADVERTISING RATES

Full Color Unit Rates

Full Page	\$9,450
1/2 Page	\$5,355
Covers	\$10,060

Premium Positions/Opportunities

For rates and availability please consult publisher.

- Covers 2, 3 and 4
- Two-page Spreads
- Fold-out Floor Plan
- Cover Post-It Note

Mechanical Specifications

All dimensions listed as width x height

Full Page

- Trim size: 4" x 9"
- Bleed: 4.25" x 9.25"
- Live area: Any matter not intended to bleed must be 1/4" within the trim size.

1/2 Page.....	3.5" x 4"
Bleed Spread	8.25" x 9.25"
Binding Method	Saddle stitch

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. 1/2 page 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..... January 20, 2017

Contact

Chuck Wilson
570-476-3103 office
570-977-7409 mobile
cwilson@cnpnet.com



CE Communications Group LLC

Publisher..... Kenneth Carroll
ken.carroll25@gmail.com

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

PITTCON17

POCKET GUIDE

March 5-9, 2017
Chicago IL



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: 570-517-0752**

SELECT YOUR AD SIZE

Unit 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.

Premium Positions/Opportunities

For rates and availability please consult publisher.

- Covers 2, 3 and 4
- Two-page Spreads
- Fold-out Floor Plan
- Cover Post-It Note

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.

Mechanical Specifications

All dimensions listed as width x height

Full Page

- Trim size: 4" x 9"
- Bleed: 4.25" x 9.25"
- Live area: Any matter not intended to bleed must be 1/4" within the trim size.

- 1/2 Page.....3.5" x 4"
- Bleed Spread.....8.25" x 9.25"
- Binding Method.....Saddle stitch

Color: 4-color process (CMYK)
PMS colors are not available.

DEADLINE

Ad Closing and Materials.....January 20, 2017



CE Communications Group LLC
12 Clover Mill Lane, Malvern PA 19355
(610) 745-1426