

RATE CARD



L A S V E G A S

EDexpo

MARCH 15-17, 2017
Westgate Resort
& Casino

OFFICIAL SHOW PROGRAM

Advertise to bring traffic to your booth!

EDexpo is the premier showcase for the latest innovations covering every facet of learning, from instructional materials, teaching aids, and technology products to educational games, toys, and supplies. Connecting buyers and sellers in the educational products marketplace, EDexpo provides education and training to help dealers increase sales through exposure to best practices and thought leaders.

Contact Darlene to reserve your advertisement by February 3rd.

Darlene Ryan
darlene@fwpi.com
p:(315)789-0458
f:(315)789-4263



www.edexpo.com

Ad BONUS

- Reserve your display advertisement before **February 3** and receive a free, full-color logo identifier within the exhibitor listings with a reference to your ad page number.
- **PLUS!** Your advertisement will be featured in the Digital Version of the show directory – with a link to a landing page of your choice – absolutely free!

Advertising Rates and SPECIFICATIONS

Full-color Ad Size	Net Advertising Rates (per insertion)
Full-page	1,895
2/3 page	1,505
1/2 page	1,285
1/3 page	1,045
1/4 page	765
1/6 page	505

Black & White Ad Size	Net Advertising Rates (per insertion)
Full-page	1,255
2/3 page	995
1/2 page	775
1/3 page	530
1/4 page	425
1/6 page	315

Premium Placements	Net Advertising Rates (per insertion)
Back Cover	2,370
Inside Front	2,295
Inside Back	2,195
Center Spread	4,360
Belly Band	3,500
Single Page Insert	2,300



1/6 PAGE
Horizontal
4-5/8" x 2-1/8"
(W x H)



1/6 PAGE
Vertical
2-1/4" x 4-3/4"
(W x H)



1/4 PAGE
3-1/4" x 4-3/4"
(W x H)



1/3 PAGE
Horizontal
4-5/8" x 4-3/4"
(W x H)



1/3 PAGE
Vertical
2-1/4" x 10"
(W x H)



1/2 PAGE
Horizontal
7" x 5"
(W x H)



1/2 PAGE
Vertical
4-5/8" x 7-5/8"
(W x H)



2/3 PAGE
4-5/8" x 10"
(W x H)



Full PAGE
8-3/8" x 11-1/8"
(W x H)
Trim size: 8-1/8" x 10-7/8"
Please keep live area
1/4" from trim

Invoice net 30. Credit Card Payments call (315)789-0458; Monday–Friday 9 a.m. to 5 p.m. EST

Contact Darlene to reserve your advertisement by February 3rd.

Darlene Ryan
darlene@fwpi.com
p:(315)789-0458
f:(315)789-4263



www.edexpo.com