



Advertising Information

Advertising Benefits

Supplied to all *Flavorcon* attendees, the on-site conference program will serve as a resource for attendees, providing them with key takeaways to refer back to and share with colleagues. In addition to your advertisement, the conference program will include the following:

- Speaker and panelist biographies
- Conference program outline
- Networking event details
- Presentation slides
- Sponsor information

On-site Conference Program

Rates

Full page: \$1,200
 Half page: \$700
 2 page Spread: \$2,000

Premium Positions

Cover 2 (Inside Front Cover): \$2,100
 Cover 3 (Inside Back Cover): \$2,100
 Cover 4 (Back Cover): \$2,100
 Divider tabs: \$1,700 for front or back
 \$2,700 both sides.

Deadlines and Details

Advertising Closing: **September 11, 2017**
 Materials Deadline: **September 15, 2017**

- Via e-mail: Files less than 20 MB may be e-mailed to ksmialkowski@allured.com.
- Via CD-ROM: Please furnish a laser color printout (will not be returned).

Advertising Specifications

Full page

Trim 8.5" x 11"
 216 mm x 279 mm
 Bleed 8.75" x 11.25"
 222 mm x 286 mm

1/2-page vertical

3.333" x 10"
 85 mm x 254 mm

Live area

7" x 10"
 178 mm x 254 mm

1/2-page horizontal

7" x 4.833"
 178 mm x 123 mm

IMPORTANT: Keep all text a minimum of 1/2" from the left or right edges, to allow for the spiral coil binding.

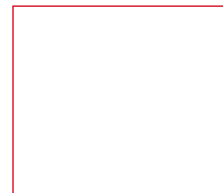
- On full-page ads, all vital copy should be no closer than 1/4" to the trim. Less than 1/4" there is a chance the text could be trimmed off. Allow a minimum of 1/8" to 3/16" bleed beyond trim if ad bleeds.
- Any lines must be 1/2 pt. or larger.
- Professional Tip: *When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.*

APPLICATION FILE FORMATS ACCEPTED:

- InDesign CS5 or lower
- Illustrator CS5 or lower
- PhotoShop CS5 or lower

OTHER IMPORTANT INFORMATION:

- Furnish graphics to size. EPS and TIFF formats are preferred. JPEG's are accepted, but must be 300 dpi resolution or higher. Web graphics will not work.
- Save all files including the individual graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- If sending your files by FTP, please zip or stuff (compress) the file before sending.
- Do NOT send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.





Website Leaderboard (1 exclusive) \$5000

Advertise on every page of Flavorcon.com to showcase your expertise.

Benefits Include:

- 728 x 90 pixels ad, 72dpi, .jpg or .gif
- Linked to any page on your website
- Ad will run upon signed & paid contract and will run through 30-days post event
 - 747 avg monthly users*
 - 1217 avg monthly sessions*
 - 3371 avg monthly pageviews*

*Source: Google Analytics 2015 data

Direct Eblasts \$2000

- 100% Share of voice
- Available to current *Flavorcon* Exhibitors and Sponsors only
- Promote your presence at the show, your products, a contest or giveaway at your booth. Before or after the show
- Emails are sent from *Flavorcon* on your behalf
- You provide HTML or Image Creative
- Engagement report (total and unique opens, total and unique clicks) provided
- Emails only sent to *Flavorcon* attendees who opt-in to receive third-party messaging.

Take the Next Step and Contact Paige Crist



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