



Exhibit *City*

NEWS
Since 1993

MEDIA KIT
2018

SALES CONTACT:

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Exhibit

Exhibit City

NEWS

Since 1993

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@ExhibitCityNews



/ExhibitCityNews



/in/ExhibitCityNews



ExhibitCityNews.com

ABOUT ECN

➤ Committed to being a voice for the tradeshow, exhibition and convention industry, Exhibit City News (ECN) is an indispensable resource for business event industry news, trends and information.

With a national distribution of 15,000 print copies and a readership of more than 37,500 industry professionals, ECN reports on businesses, shows and events, venues, associations and other related news on an international scale.

Coming from the show floors of Chicago, Founder Donald Svehla realized the need for an industry news source in 1993. To fill the void, Svehla – with the support of industry friends – put his 20-plus years of tradeshow experience down on paper.

The first Exhibit City News launched in June 1994 as a small 8-page newsletter for Chicago's tradeshow workers and community. By 1996, ECN had grown into a 32-page national newspaper. Today, the publication is available as a bi-monthly trade magazine, a timely news source on the web and across social media.

Reporting up-to-date industry news, Exhibit City News keeps readers abreast of the issues important to their professional lives as well as it connects many businesses around the globe.

Reaching exhibition industry professionals at their offices and on the show floor, ECN serves a range of businesses, end users and organizations from exhibit managers to C-suite executives and more.

CIRCULATION



PRINT DISTRIBUTION

Subscribers

Servicing exhibition industry businesses, print issues are delivered straight to your desk.

Controlled Distribution

Informing qualified exhibit managers, tradeshow coordinators, show producers and event management staff.

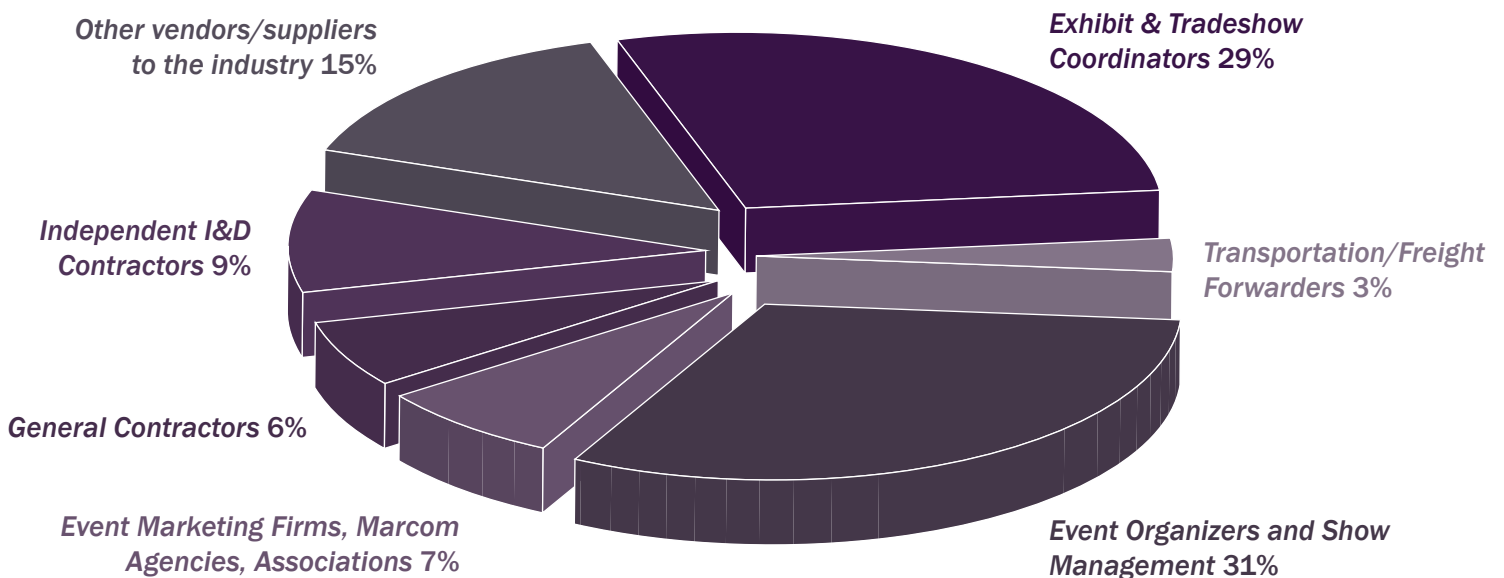
On the Show Floor

Check with major convention centers throughout the U.S. for copies of Exhibit City News.

DEMOGRAPHICS

Our readership database crosses the entire spectrum of the industry for some 15,000* professionals who regularly receive ECN. * Distribution based on the industry activity at press time. ECN reserves the right to adjust print run as necessary.

Among our broad base of readers from the exhibit, events and tradeshow industries are custom builders, facility managers and executives, tradeshow managers and show management personnel.



*Content is subject to change

JANUARY-FEBRUARY

January (print & digital)

- *Feature: Year in Review*
- *Transportation/Warehousing/Material Handling*
- *Vendors*

International Focus: *Argentina*

February (digital only)

- *Technology Show/Products*
- *AV/Lighting/Graphics/Photography*
- *Corporate Social Responsibility*

Regional Focus: *Southwest US*

MARCH-APRIL

March (print & digital):

- *Feature: Exhibitor Live Preview*
- *Furnishings*
- *Event Organizers*

International Focus: *Belgium*

April (digital only):

- *Exhibit Building & Design*
- *Show Management/Kits*
- *Extrusions*

Regional Focus: *Northeast US*

MAY-JUNE

May (print & digital):

- *Feature: Museums/Exhibits*
- *Exhibit Design*
- *Exhibitor Live Post*

International Focus: *Brazil*

June (digital only):

- *Mobile Exhibits*
- *Warehousing/Material Handling*
- *Corporate Social Responsibility*

Regional Focus: *Central US*

JULY-AUGUST

July (print & digital):

- *Feature: Women in the Industry*
- *Show Security/Safety*
- *Show Services*

International Focus: *Singapore*

August (digital only):

- *Insurance/Legal/Contracts*
- *Industry Salespeople*
- *Tension Fabric*

Regional Focus: *Midwest US*

SEPTEMBER-OCTOBER

September (print & digital):

- *Feature: Giveaways/Incentives*
- *General Contractors*
- *Flooring*

International Focus: *Costa Rica/Panama*

October (digital only):

- *Lead Retrieval v. Data Matching/CRM*
- *Tradeshaw Marketing/Traffic*
- *Social Media*

Regional Focus: *Northwest US*

NOVEMBER-DECEMBER

November (print & digital):

- *Feature: Labor/Unions*
- *Associations*
- *Booth Staff/Talent/Brand Ambassadors*

International Focus: *Germany*

December (digital only):

- *Special/Corporate Events*
- *Hybrid/Co-location Events*
- *Corporate Social Sustainability*

Regional Focus: *Southeast US*

Content covered digitally and in print
Jan., March, May, July, Sept. and Nov.
Other months, digital coverage only.

Deadline / Space reservation:

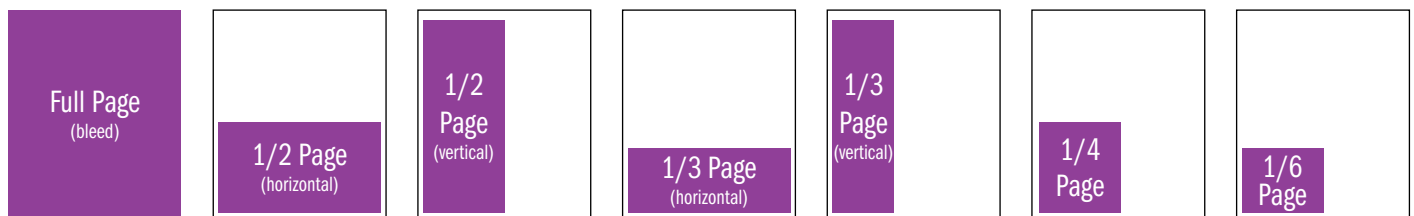
8th day, or closest business day, of month prior to print issue.

We would love to hear from you! Share the coverage you would like to see in future issues at newsdesk@exhibitcitynews.com

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AD RATES: PRINT

SIZE	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES TWO YEARS
Glossy Covers	\$5,170	\$4,550	\$4,100	\$3,650
Full Page (Full Bleed) 9.25"w x 11.125"h	\$3,680	\$3,600	\$3,245	\$2,840
1/2 Page (horizontal) 8"w x 4.75"h	\$2,525	\$2,400	\$2,150	\$1,875
1/2 Page (vertical) 3.8125"w x 9.7"h	\$2,525	\$2,400	\$2,150	\$1,875
1/3 Page (horizontal) 8"w x 3.125"h	\$2,000	\$1,875	\$1,650	\$1,500
1/3 Page (vertical) 2.5"w x 9.7"h	\$2,000	\$1,875	\$1,650	\$1,500
1/4 Page 3.9125"w x 4.75"h	\$1,645	\$1,550	\$1,375	\$1,225



AD SPECS:

Exhibit City News is printed in full color on high quality, glossy paper. All print ready submissions should be in four color (CMYK) and 300dpi.

Space Deadline: 1st of prior month
Material Due: 15th of prior month

File format: PDF/X-1A

- All type should be created in a vector format or 600dpi+ if rasterized.
- Images used should be 300dpi+
- All files must pass our preflight program, we will return it to you with a report of errors and can assist in fixing.

Full Page Trim Size: 9" x 10.875" (Bleed - 9.25"x 11.125")

2 Page Spread Trim Size: 18" x 10.875" (Bleed - 18.25"x 11.125")

Bleed Size: .125" all around

Live Area: .375" from trim all around
(All ads with bleed require a Live Area)

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AD RATES: SERVICES GUIDE (WEB AND PRINT)

SIZE	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
Services Guide 3.75"w x 2.75"h	\$500	\$400	\$300	\$200
Ads in print issues will run concurrently online.				

CATEGORIES

Don't see your category on our list?
We will create it for you.

- AV/Lighting
- Event & Exhibit Management
- Exhibit Design
- Exhibit Production
- Exhibit Rentals
- Fabrication
- Fabrics
- Furniture
- General Contractor
- Graphics/Printing
- Hardware/Supplies
- Hotels
- I&D/Labor
- International Services
- Logistics
- Restaurants
- Security
- Software/Technology
- Tradeshaw Listings

➤ Get feature focus placement once a year for your company with purchase of a one-year agreement. Placement is on a first come first serve basis. 50 Word limit + Contact information. Copywriting services are available at an additional cost.



- Added value with your ad in print and on our website.
- Engage a captive audience with 38,000 readers every month!
- Increase revenue and gain marketshare!

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Space Deadline: 1st of prior month

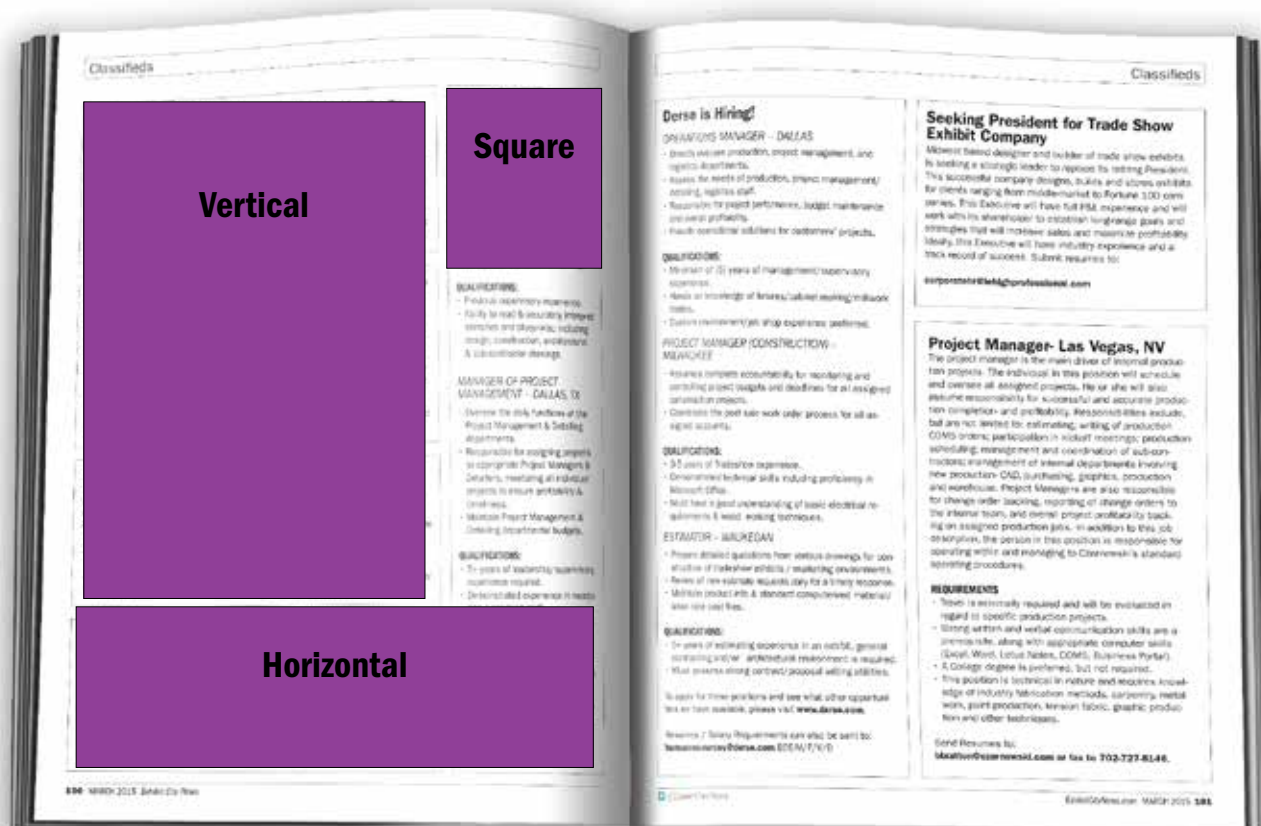
Material Due: 15th of prior month

File format: PDF/X-1A

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- Images used should be 300dpi+
- All files must pass our preflight program, we will return it to you with a report of errors and can assist in fixing.

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AD RATES: EMPLOYMENT



Place your EMPLOYMENT LISTINGS with ECN in print and online today!
We'll work with you to get the results you need, with flat rate charges on line ads

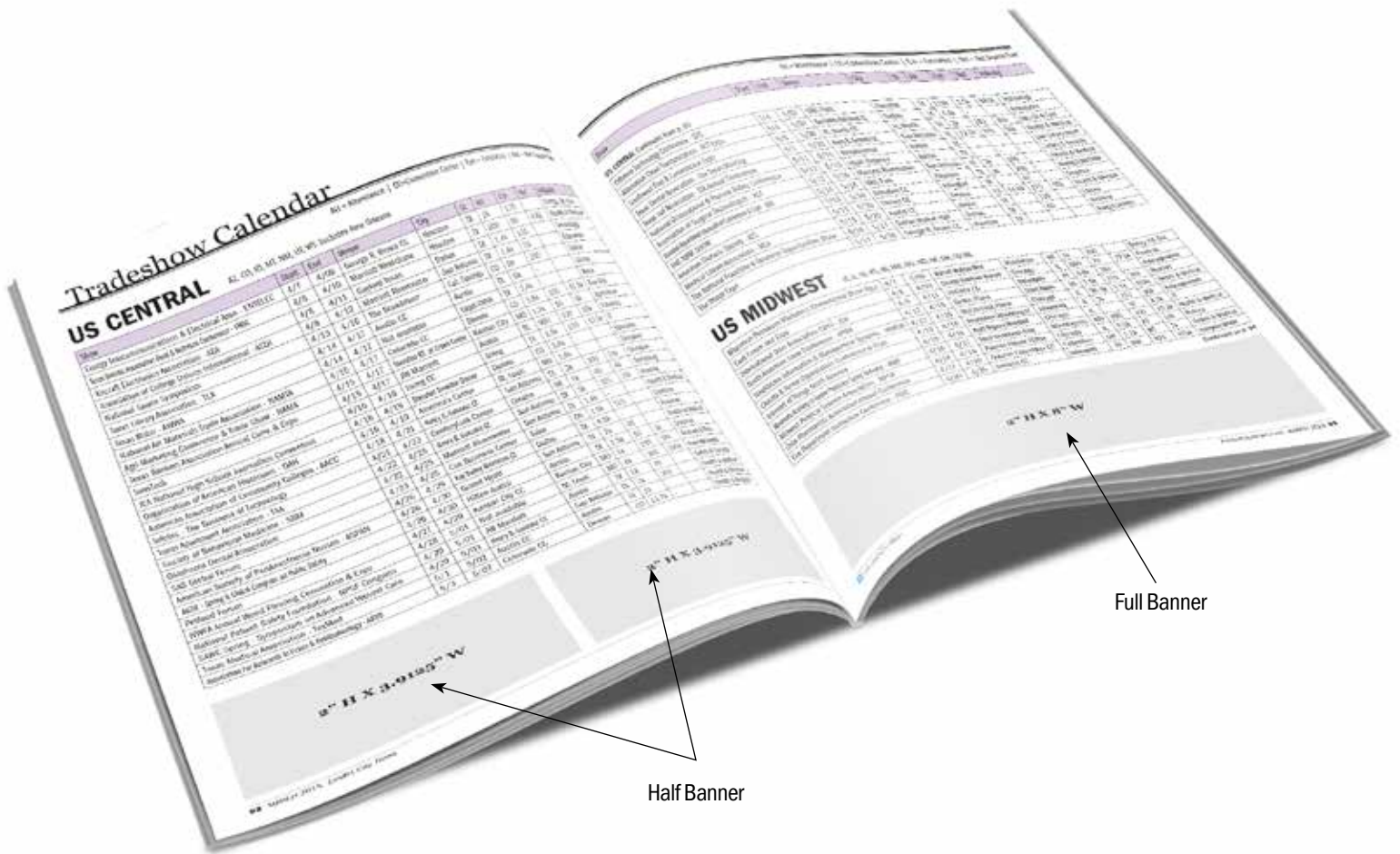
- **Vertical Ads: \$725 per issue - two columns wide, includes logo, headline, body copy**
- **Horizontal Ads: \$550 per issue - three columns wide by up to 4 in. deep, includes logo, headline, body copy**
- **Square Ads: \$300 per issue - one column wide by 2-4 in. deep, includes logo, headline, body copy**
Print ads renewable every issue - once every two months by 1st of the prior month
- **Web site ads: \$300 per month - includes logo, headline, body copy and link (unlimited length). Renewable by quarter (10% discount if purchased by quarter)**

Website ads will be posted within 48 hours of receiving ad and payment on exhibitcitynews.com.
Line ads must be submitted in a Microsoft Word document.
All ads must be prepaid. Advertisers in good standing will be billed.

Magazine Space Deadline: 1st of prior month
Material Due: 10th of prior month

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AD RATES: TRADESHOW CALENDAR SPONSORSHIP



Tradeshows occur year-round, and so can your sponsorship with an annual space reservation.

Sponsor your region in the Tradeshow Calendar - our best-read section!

Full Banner: 2" x 8".....\$1,100.00
Half Banner: 2" x 3.9125"....\$675.00

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Space Deadline: 1st of prior month

Material Due: 15th of prior month

File format: PDF/X-1A

- All type should be created in a vector format or 600dpi+ if rasterized.
- Images used should be 300dpi+
- All files must pass our preflight program, we will return it to you with a report of errors and can assist in fixing.

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AD RATES: WEBSITE ADVERTISING

HOME PAGE <https://exhibitcitynews.com>

The screenshot shows the homepage layout with the following ad placements indicated:

- A - Home Page Prime:** Standard Leaderboard Ad - 728x90 (top banner)
- I - Sidebar 1:** Exhibit Half Banner (234x60) (left sidebar)
- B - Home Page Regular:** Standard Leaderboard Ad - 728x90 (second banner)
- J - Sidebar 2:** Sidebar - Square (300x250) (right sidebar)
- K - Sidebar 3:** Sidebar - Half-Page Banner (300x600) (right sidebar)
- C - Home Page Regular Mid:** Standard Leaderboard Ad - 728x90 (third banner)
- L - Sidebar 4:** Sidebar - Fat Skyscraper (240x400) (right sidebar)
- D - Home Page Regular Bottom:** Standard Leaderboard Ad - 728x90 (fourth banner)
- D - Home Page Above Testimonials:** Standard Leaderboard Ad - 728x90 (bottom banner)

RATES

A - Home Page Prime (728x90)	\$1,725
B - Home Page Regular (728x90)	\$1,500
C - Home Page Regular Mid (728x90)	\$1,500
D - Home Page Regular Bottom (728x90)	\$1,250
D - Home Page Above Testimonials (728x90)	\$1,250
E - Post Above Featured Image (728x90)	\$1,500
F - Post Below Featured Image (728x90)	\$1,250
G - Post Bottom (728x90)	\$900
H - Category Top (728x90)	\$900
H - Category Bottom (728x90)	\$900
I - Sidebar 1 (Half Banner) (234x60)	\$750
J - Sidebar 2 (Square) (300x250)	\$900
K - Sidebar 3 (Half-Page Banner) (300x600)	\$1,200
L - Sidebar 4 (Fat Skyscraper) (240x400)	\$900
M - Bottom Ad 1 Half Banner - (234x60)	\$300
M - Bottom Ad 2 Half Banner - (234x60)	\$300
M - Bottom Ad 3 Half Banner - (234x60)	\$300
SPECIAL SECTIONS	
Trade Show Calendar Banner (728x90)	\$990
Employment Section Banner (728x90)	\$450
Services Guide (with Print Ad) (345x253)	\$495

An ECN Insertion Order is used to specify the correct placement of your ad according to these charts. ECN staff will position ads when placement or page preference is not specified.

Ads will be placed in designated groups and sequences, cycling between up to 5-6 ads in about 60 seconds, without refreshing the page.

Maximum duration for one insertion order is three months (one quarter). Orders purchased by the quarter year receive a 10% discount.

We are happy to offer to connect your email address to our tracking functions for monthly reports on impressions and click-through rates (CTR) to web links you provide.

Please contact your account manager for more information.

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AD RATES: WEBSITE ADVERTISING

NEWS POSTS

E - Post Above
Featured Image

F - Post Below
Featured Image

Sidebar Ads Stay The
Same On All Pages Of
The Website

G - Post Bottom



CATEGORY PAGES (FROM TOP MENU)

H - Category Top

Sidebar Ads Stay The
Same On All Pages Of
The Website

Sidebar Ads Stay The
Same On All Pages Of
The Website



SPECIAL SECTION PAGES

Special Section
Banner

Sidebar Ads Stay The
Same On All Pages Of
The Website

Sidebar Ads Stay The
Same On All Pages Of
The Website

M - Bottom Ads 1, 2 & 3



H - Category Bottom

ADDITIONAL INFORMATION FOR AD PREPARATION

Artwork to be provided by advertiser. In-house design available at additional cost. PNG, JPEG and animated GIF files may be used. Ads rotate approximate every 10 seconds, so duration of animated GIF files should be no longer than 8 seconds for best results.

Ad files should be optimized with web-ready color palettes.

All files should conform to standard sizes and weights where applicable. We'll gladly assist by suggesting corrections and improvements for improved results to drive traffic to your links.

Please include hyperlink information with the insertion order.