

Exhibit City

NEWS
Since 1993

➤ Committed to being THE VOICE for the tradeshow and event industry, Exhibit City News captures the audience of a 1.7-billion-dollar industry and is the “Go To” resource for breaking news, trends and information.

For over 25 years ECN has supplied our convention center lobbies and delivered to your offices our glossy magazines. It is now our mission to support you through our digital powerhouse platforms with proven ROI. They include: The Exhibit City News Website, The Don and Mike Podcasts, The Tradeshow Job Board, ACE Awards, Social Media and our E-Blasts. Our team includes seasoned professionals that understand your company's needs.

SALES CONTACT:

Don Svehla
Publisher

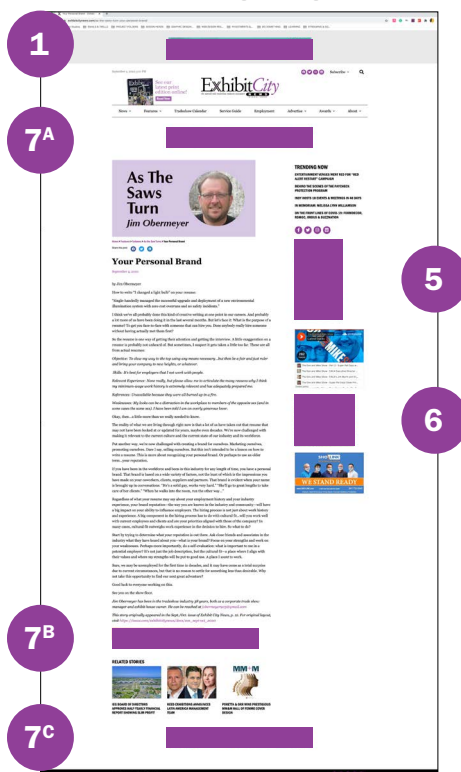
DonS@exhibitcitynews.com
office (702) 272-0182
direct (702) 449-1259

MEDIA KIT
2023

Home Page

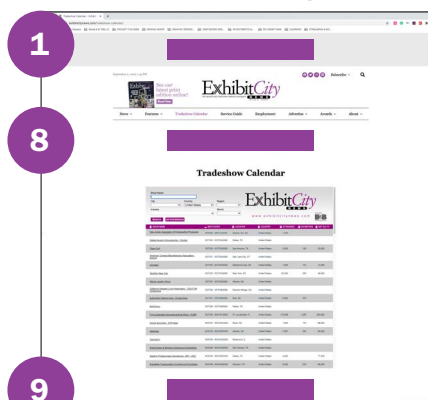


Post Page Page

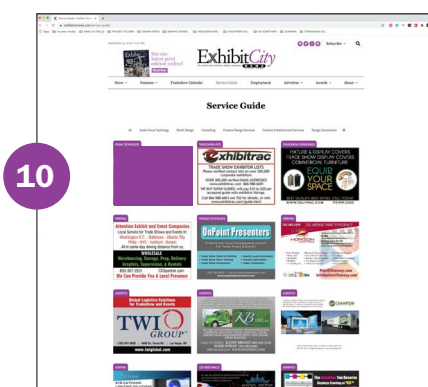


Ad placement	Ad Size ^{PX}	Price per month	Ad File Specifications:
1. Skybox Banner	728x90	\$1,725.00	<ul style="list-style-type: none"> Accepted image formats include PNG, JPE, or animated GIF. (Max file size 200kb) All files must be optimized with a Web-ready color palette. All files must pass our pre-flight program, we will return it to you with a report of errors. We can assist in advising and fixing issues. Please include hyperlink information with the insertion order. <p>Please contact us with any questions or requests.</p>
2. Home Page Prime	728x90	\$1,500.00	
3. Home Page ^{A B C}	728x90	\$1,200.00	
4. Home Page Bottom	728x90	\$750.00	
5. Sidebar ^A	240x400	\$750.00	
6. Sidebar ^B	300x250	\$750.00	
7. Post Page Ad ^{A B C}	728x90	\$750.00	
8. TS Calander ^A	728x90	\$1,500.00	
9. TS Calander ^B	728x90	\$1,200.00	
10. Service Guide	540x396	\$150.00	
11. Video Ads*	1920x1080	\$1500+	
12. News Blasts	728x90	\$600.00	

Calendar Page



Service Guide



12 Newsblast Ads
\$600/Monthly (Choose 2)

Headliner
Headliner Blast is on the first week of the month and includes the latest top stories.

Tradeshow Calendar
Tradeshow Calendar Blast is the second week and gives updates on tradeshows in the USA by region.

Mid-Week
Mid-Month Blast is published on the third week (followed by International if there is a 5th week)

People on the Move
People on the Move is the last blast of the month and covers new hires or promotions.

Video Production & Content Package

Starting at \$1,500.00, we offer full Video Ad Production which includes placement on The Don & Mike website, ECN and all social medias for 6 months. Call to set up an appointment!

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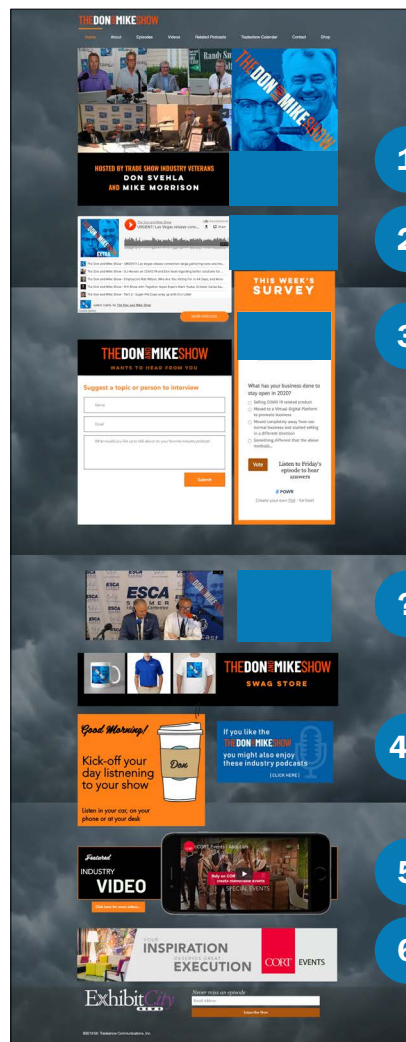
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AD RATES: ADDITIONAL OPPORTUNITIES



1. Official Show Sponsor

400px x 200px

\$9,000/1 year

2. Web Ad

380px x 200px

\$350/month or \$3,780/1 year (%10 savings)

3. Survey of the Week

400px x 200px

\$250/month or \$2,700/1 year (%10 savings)

4. Web Ad

380px x 200px

\$325/month or \$3,510/1 year (%10 savings)

5. Featured Industry Video

480px x 270px

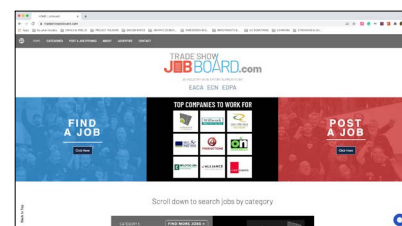
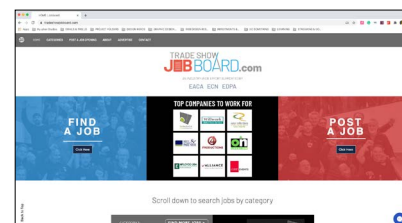
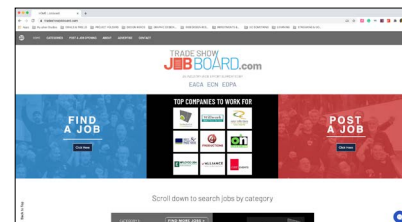
\$800/month

or \$2,160/3 months (%10 savings)

6. Web Banner

980px x 200px

\$400/month or \$4,320/1 year (%10 savings)



Tradeshow Job Board

Optimized SEO, and the ONLY site dedicated to staffing our industry. Postings include placement on all social medias, plus re-posting each week.

Ad Description	Price
10-second shout-out	\$50/show
15-second shout-out	\$75/show
45-second shout-out	\$100/show
Sponsored Segment	\$200/show

Ad Description	Price
Home Page Placement directs users to your site to view current openings.	\$475/month
Single Job Posting (ideal for small business)	\$125/month
Bundle Plan (includes 4 post-ing per month)	\$225/month

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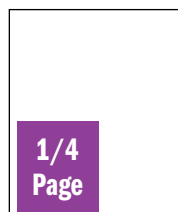
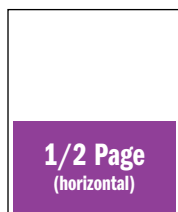
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AD RATES: PRINT

SIZE	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Glossy Covers	\$6,300	\$6,300	\$6,300	\$6,300
Full Page - 9" x 10.875" (Full Bleed) see specs below	\$4,800	\$4,625	\$4,500	\$4,350
1/2 Page (horizontal) 8"w x 4.75"h	\$3,600	\$3,450	\$3,100	\$2,800
1/4 Page 3.9125"w x 4.75"h	\$2,700	\$2,450	\$2,100	\$1,800



Full page ad specs detail:

○ Safe Area (Live Area) 8.25" x 9.9688"

Our Safe area is .25 inside trim.

All critical content should be in the safe area, any content outside of this area is in risk of being cut off!

○ Trim 9" x 10.875"

Trim size represents the final dimensions of your ad. For full page ads, this is also the size of the publication. However, artwork and photographs must extend beyond the trim size (see "bleed" below) to avoid narrow slivers of white at the edge of your ad once it is cut to size. When ads are prepared by your graphic designer, small lines in the upper and lower corners called "crop marks" indicate where an ad is to be trimmed.

● Bleed 8.625" x 11.125"

Our bleed is .125 larger than the trim on all 4 sides

Bleed is the portion of your design that extends past the trim size. Bleed is cut off when the publication is trimmed to the final size. Its sole purpose is to make sure your design or image reaches the very edge without leaving any unsightly white edges.

Advertorial/Corporate Profile Information:

1-Page Advertorial - \$4,500

2-Page Advertorial - \$8,400

4-page Advertorial - Inquire for price.

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 four edges

Safe Area (Live Area) for full bleed ads: .375" from trim all four edges

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AD RATES: SERVICE GUIDE (WEB AND PRINT)

SIZE	1 ISSUE	3 ISSUES	6 ISSUES
Service Guide 3.75"w x 2.75"h	\$500	\$400	\$300
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
Furniture
General Contractor
Graphics/Printing
Hardware/Supplies
Hotels
I&D/Labor
International Services
Logistics
Restaurants
Security
Software/Technology
Tradeshow 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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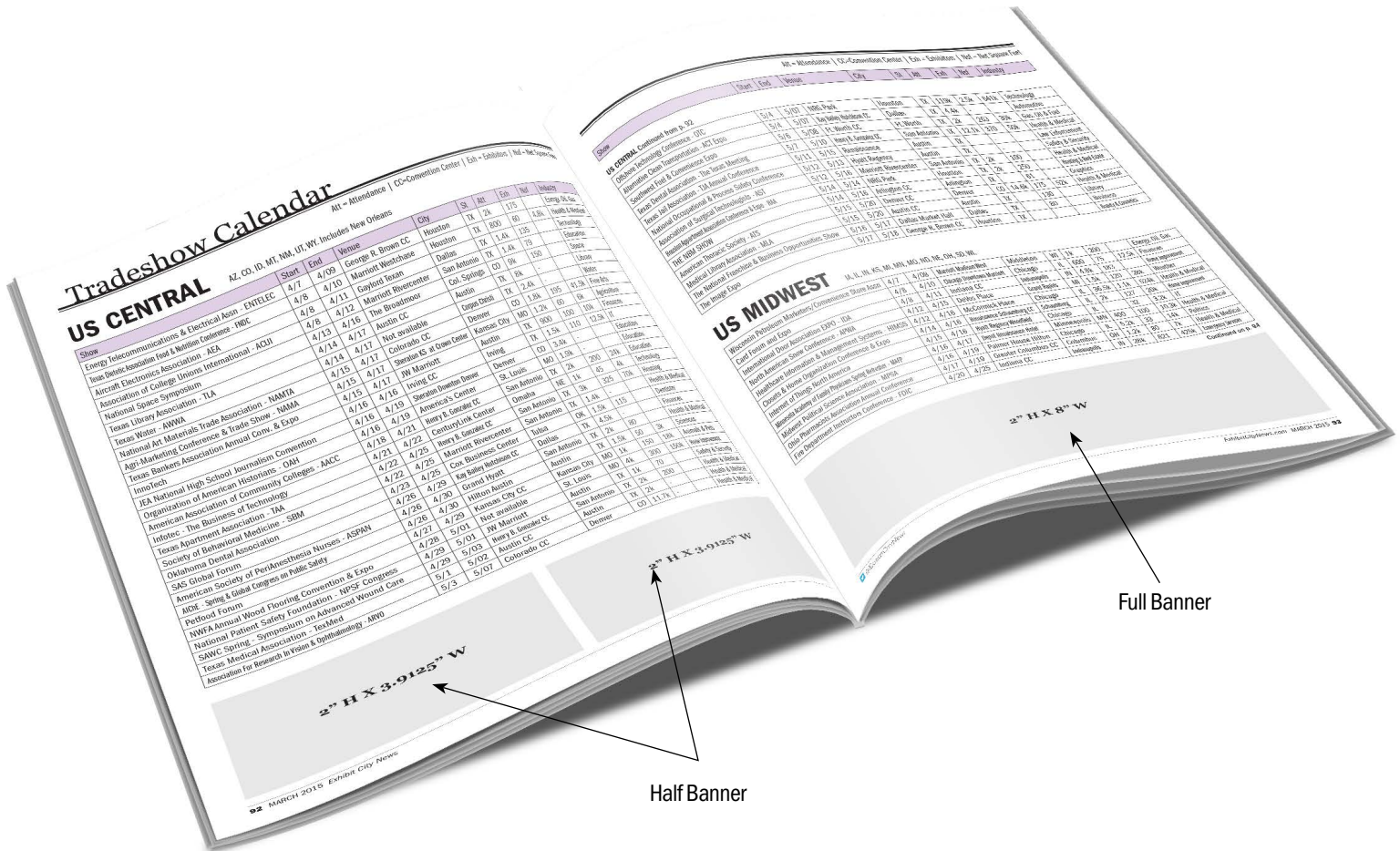
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AD RATES: TRADESHOW CALENDAR SPONSORSHIP



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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