

The Philadelphia National Candy Gift & Gourmet Show  
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**BUYER'S GUIDE ADVERTISING SPACE REQUEST FORM**  
**SEPTEMBER 9<sup>th</sup> - 11<sup>th</sup> 2012**

**DEADLINE: AUGUST 9, 2012**

**Please fax or mail form to contact information above.**

Exhibiting Company Name \_\_\_\_\_  
Contact Person \_\_\_\_\_ Booth # \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-Mail \_\_\_\_\_

The Retail Confectioners Association of Philadelphia is offering advertising space in The Philadelphia National Candy Gift & Gourmet Show Buyer's Guide. The Buyer's Guide is distributed to all Show attendees to use as a reference during and after each Show. PLEASE NOTE: We are increasing the size of our Buyer's Guide to 8.5" x 11", therefore we require all new Ad materials with full bleed pulled 1/8" on all sides.

**4 COLOR\***

- o Full Page/back cover = \$1,500
  - o Full Page/inside front cover = \$1,000
  - o Full Page/inside back cover = \$1,000
  - o Full Page/inside center = \$850
  - o Full Page = \$400
  - o Half Page = \$275
- \*Based on availability. Please call to confirm.

**Artwork Requirements**

All exhibitors wishing to advertise in the Buyer's Guide must provide camera-ready art or electronic file (300 dpi minimum). Acceptable file formats are (in order of preference): PDF, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, EPS, and TIFF. JPEG files are acceptable, but not recommended due to lower image quality. Note: Quark XPress files are not acceptable. If you are using Quark XPress, save your artwork as a high resolution PDF. If sending a native Photoshop, Illustrator, or InDesign file, include all linked support files AND fonts. Photographs should be scanned at no less than 300DPI and 100% of their size. They should be saved in EPS or TIFF format, and in CMYK - RGB files are not acceptable. Convert all spot colors to CMYK for 4-color process. Live matter must be 3/8" from the edge. Please email artwork to: [showmgt@phillycandyshow.com](mailto:showmgt@phillycandyshow.com) and call to confirm. Dimensions: Full page: 7.75" x 10.25" Half page: 7.75" x 4.75"

**Payment**

Ad artwork must be accompanied by payment in full. Payment and artwork must be received no later than deadline date above to insure space.

**Ad Space Approval**

Please indicate your Ad size by checking the appropriate box above and sign below with your approval. I wish to reserve Ad space (as indicated above) in the upcoming Buyer's Guide:

\_\_\_\_\_  
(Your signature required) Date \_\_\_\_\_