

Advertising Opportunities with PITTCON Today

Guarantee sustained exposure for your brand, right through the PITTCON season. With just one booking, at one price, place your ad in all 5 issues of PITTCON's official publication for maximum promotional mileage.

One low advertising rate includes all 5 official issues:

BEFORE THE SHOW

Pre-Show eEdition—Digital edition sent to nearly 10,000 pre-registrants two weeks before the show opens.

DURING THE SHOW

3 Show Daily issues (Monday, Tuesday & Wednesday)—Published on site and distributed to over 15,000 attendees at the convention center and select hotel drops.

AFTER THE SHOW

Post-Show eEdition—Per reader's request, a comprehensive digital wrap-up edition sent to all registered attendees the week after PITTCON closes.

2017 ADVERTISING RATES

Full Color Unit Rates

Full Page	all 5 issues.....	\$10,980
2/3 Page Vertical	all 5 issues.....	\$7,640
1/2 Page Vertical	all 5 issues.....	\$5,440
1/2 Page Horizontal	all 5 issues.....	\$5,440
1/4 Page Vertical	all 5 issues.....	\$4,345
1/6 Page Horizontal	all 5 issues.....	\$2,900

Premium Positions

Cover Banner / Covers 2, 3 and 4 / Center Spread
For rates and availability please consult publisher.

Overnight Ad Changes (Show Daily issues)

One Change: \$1,250 Two Changes: \$2,200

Added Value

New Product Showcase

Advertisers are invited to submit (at no additional charge) a short write-up and color photo to run in the magazine's New Product Showcase section.

Editorial Submissions

Advertisers are given priority placement of submitted editorial. See "Editorial Guidelines."

Mechanical Specifications

All dimensions listed as width x height

Full Page

Trim size: 9" x 12"

Bleed: 9.25" x 12.25"

Live area: Any matter not intended to bleed must be at least 1/4" within the trim size (3/8" preferred)

2/3 Page Vertical	6.1" x 10.48"
1/2 Page Vertical	6.1" x 7.8"
1/2 Page Horizontal	8.2" x 5.16"
1/4 Page Vertical	4.0" x 5.16"
1/6 Page Horizontal	6.1" x 2.53"
Cover Banner	8.2" x 1.75"

Color: 4-color process (CMYK)

PMS colors are not available.

Digital File Format: PDF/X-1a

All fonts must be embedded. Files can be sent as CMYK, RGB or Grayscale at 300 dpi or more. Fractional ads do not need crop marks and need to be to size. Full page ads that bleed need crop marks and crop marks should be placed outside of the bleed area.

Key Dates

Ad Closing and Materials..... February 10, 2017

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