

# PITTCON<sup>17</sup>

## POCKET GUIDE

March 5-9, 2017  
Chicago IL



### Advertising Opportunities with PITTCON Pocket Guide

The PITTCON Pocket Guide is your advertising opportunity to reach attendees both prior to the meeting and on site.

The guide is a portable, user-friendly show directory carried by attendees to assist them in managing the logistics of the four-day conference.

The Pittcon Pocket Guide has been the show's official guide and published consecutively for 33 years. It is a dependable, accessible resource used by everyone.

#### Benefits of advertising:

- Additional exposure to 15,000 attendees in a popular product that is used by more than 70% of show registrants.
- Selective ad placement in your choice of sections including the inside front cover and back cover positions.
  - Technical Sessions
  - Exhibitor List (advertisers are highlighted)
  - Fold-out Floor Plan (advertisers are highlighted)
  - Pittcon Activities
  - Short Courses
  - Restaurant Guide
  - Local Attractions
  - Shuttle Bus Routes
  - Hotel Information
- Distributed all week at Pittcon registration and kiosks throughout the registration center
- Mailed to pre-registered attendees two weeks prior to the event. Be sure your advertisement appears in the PITTCON Pocket Guide to be seen in advance of the conference!

### 2017 ADVERTISING RATES

#### Full Color Unit Rates

Full Page .....	\$9,450
1/2 Page .....	\$5,355
Covers .....	\$10,060

#### Premium Positions/Opportunities

For rates and availability please consult publisher.

- Covers 2, 3 and 4
- Two-page Spreads
- Fold-out Floor Plan
- Cover Post-It Note

### Mechanical Specifications

All dimensions listed as width x height

#### Full Page

Trim size: 4" x 9"

Bleed: 4.25" x 9.25"

Live area: Any matter not intended to bleed must be 1/4" within the trim size.

1/2 Page..... 3.5" x 4"

Bleed Spread ..... 8.25" x 9.25"

Binding Method..... Saddle stitch

**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. 1/2 page 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..... January 20, 2017

### Contact

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