

## Advertising Opportunities with PITTCON SHOW DAILY

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

### One Low Rate includes ALL 5 editions:

#### BEFORE THE SHOW

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

#### DURING THE SHOW

3 Show Daily editions (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.

## 2024 ADVERTISING RATES

### Full Color Unit Rates (includes all 5 editions):

Full Page .....	\$10,980
2/3 Page Vertical .....	\$7,640
1/2 Page Vertical .....	\$5,440
1/2 Page Horizontal .....	\$5,440
1/4 Page Vertical .....	\$4,345
1/6 Page Horizontal .....	\$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: \$2,000

## Added Value

### New Product Showcase

Advertisers are invited to submit (at no additional charge) a color product photo and short description [40-50 words] 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

Bleed: 9.25" x 12.25"

Trim size: 9" x 12"

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.

## Ad Closing/Materials

Pre-Show eEdition .....	January 19, 2024
Show Daily .....	February 5, 2024

## CONTACT

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