



Show Program Advertising Rates

March 23 & 24, 2011

32nd Annual Show!

Rate Structure	Black/White	Color	
1/8 Page	\$175	\$225	Inside Covers, Color (Two positions available).....\$875
1/4 Page	\$275	\$375	Back Cover, Color (One position available).....\$995
1/2 Page	\$395	\$550	Map Cover, Color (One position available).....\$895
Full Page.....	\$595	\$795	

Mechanical Information

1/8 Page, (Business Card).....	3.625" x 2.313"	Full Page.....	7.5" x 10"
1/4 Page, Vertical	3.625" x 4.875"	Bleed Size	8.75" x 11.25"
1/2 Page, Horizontal.....	7.5" x 4.875"	Trim Size	8.5" x 11"

Program ads printed by offset method on 60 lb. enamel stock. No agency or cash discounts accepted.
Call 304-342-8898 for more information.

We accept uncompressed Adobe Acrobat (PDF) files with integrated fonts and high resolution pictures and artwork.
Alternatively, you can provide Tagged Image File Format (TIF) files in either 300 or 600 dpi, color or black/white.
We may also use a previous ad from one of the sponsors' magazines or a past **expo** program.

Please send a CD or DVD if the file(s) exceed the common attachment file size of 4 megabytes.

Ad materials due by Friday, February 11, 2011.

Please PRINT the following information and return to:

expo 2011

2114 Kanawha Boulevard, East ~ Charleston, WV 25311
304-342-3976 expo@wvexpo.com

Company _____
 Individual _____ Signature _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____ FAX _____
 E-mail _____

Ad Size Preferred _____ Amount Enclosed \$ _____

_____ Please repeat my ad from Page _____ of the 2010 **expo** program.

_____ CD or DVD is enclosed.

_____ Please make up my ad from the enclosed materials. (Additional fees may apply.)

_____ Please use my previous ad from: _____ Issue of West Virginia Construction News Magazine.

expo reserves
editorial rights for all ads.

For additional information on ad sales contact:

Blackwell and Co. adsales@wvexpo.com
Nicki Thompson: 304-993-2724

blackwell & CO.
MARKETING AND CREATIVE STRATEGY

