



# Show Program Advertising Rates

March 21 & 22, 2012

33rd 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 10, 2012.**

**Please PRINT the following information and return to:**

## expo 2012

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 2011 **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