

# DIRECTORY ADVERTISING

## Stand out and drive attendee traffic to your booth by advertising in the Show Directory!

Make the most of your HX 2019 participation through brand recognition. **Over 50,000 hospitality decision makers** use our show directory as a year-round product guide and resource. Don't miss out! HX offers a variety of ad sizes and the opportunity to highlight your exhibitor listing and product category ads. Get a jump on expanding your brand today!

### AUDIENCE AND DISTRIBUTION

Print show directories will be distributed at central locations on-site to 5,100+ attendees before they walk the show floor.

### EXPAND YOUR REACH TO 50,000+ IN OUR DIGITAL EDITION

In addition, the HX Directory will be digitally distributed one week prior to the show, providing your company with added exposure before the show even starts.

### CONTACT ME TODAY TO RESERVE YOUR AD SPACE

**Bethanne Doud**

Business Development Manager

513.263.9306

[bethanne.doud@emeraldexpo.com](mailto:bethanne.doud@emeraldexpo.com)



**SPREAD**  
18" x 10.875"  
(add .125" on all sides for bleed)

\* Pricing varies on ad positions. Contact your sales representative for more information.



**FULL PAGE**  
9" x 10.875"  
(add .125" on all sides for bleed)

**INSIDE FRONT COVER** **\$2,890** **BACK COVER** **\$1,800**  
**INSIDE BACK COVER** **\$1,800** **FULL PAGE** **\$1,600**



**HALF PAGE**  
Horizontal: 8" x 4.75"  
Vertical: 3.75" x 9.875"  
(no bleed)

**\$1,100**



**QUARTER PAGE**  
3.75" x 4.75"  
(no bleed)

**\$700**

### PRODUCT CATEGORY AD 2.25" X 2.25"

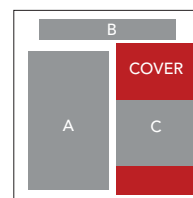
Be the first product that buyers see when they search by a specific product category. Your ad will be placed alphabetically within your product's category.

**\$300**

### HIGHLIGHTED LISTING WITH LOGO

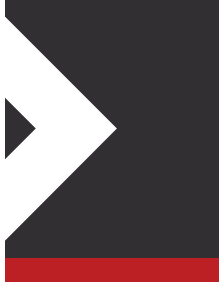
Get noticed on your listing's page when buyers search for exhibitors by company name. We highlight your listing's background and add your logo. (up to 2-1/4" x 1") Background box color to be determined.

**\$275**



### DIGITAL EDITION ADD-ONS

Expand your reach by purchasing the left of cover ad (A) for only **\$1500**, which also includes the leaderboard position (B), OR purchase a digital belly band position (C) **\$750** for the cover only.



# ADVERTISING SPECIFICATIONS

## MECHANICAL INFORMATION

PRINTING | Web-offset presses

BINDING | Perfect bound

TRIM SIZE | 9" x 10.875"

LIVE MATTER | Text and graphics that should not trim must be at least .25" from the trim.

BLEED | At least .125" bleed over trim on all sides (Full Page/Spread ads only).

SPREAD | Live matter must be at least .375" from gutter.

## DIGITAL FILE REQUIREMENTS

No application files will be accepted.

### PDF FILE REQUIREMENTS

Must be high-resolution, print-ready PDF-X1a.

### EPS FILE REQUIREMENTS

Must be 100% size. Please embed all images and convert all fonts to outlines.

### TIFF FILE REQUIREMENTS

Must be 100% size. Please flatten any layers.

All images used in design must be 300 dpi and CMYK color profile. If you wish to use PMS or spot colors, notify your Account Manager, as additional charges will be applied. The publisher will not be held responsible for color running incorrectly if a SWOP-certified digital color proof is not submitted by the advertiser/agency. A SWOP digital color proof should be submitted at 100% ad size by materials due date. The Production Coordinator should be notified in advance if a proof is needed. Laser or inkjet proofs at 100% are acceptable for content only, but cannot be used to guarantee color.

Do NOT include printer's marks (crop marks, registration marks, etc.) in the bleed of your file submission. All printer marks should be offset from the trim by .125". If these marks are included in the bleed of the file, there is a chance these marks will be printed in the final product.

## AD SUBMISSIONS

Ad Materials Due: 10.04.19

Email To:

terri.hill@emeraldexpo.com  
or via [www.wetransfer.com](http://www.wetransfer.com)

Send SWOP proofs to:

**Terri Hill, Productions Manager**

Emerald Expositions  
1145 Sanctuary Pkwy  
Suite 355  
Alpharetta, GA 30009  
770.291.5481

