

# U.S. SPORT AVIATION EXPO | JANUARY 25-28, 2017



## **EXPO Program Advertising**

*A valuable reference guide and showpiece to promote your products to decision makers in your target market.*

## **Exhibitors**

*Reserve your space today.*

128 Authority Lane  
Sebring, FL 33870  
863-655-6444  
Fax: 863-655-6447  
Expo@sebring-airport.com  
www.sportaviationexpo.com

# EXPO MEDIA KIT



## EXPO eNEWSLETTERS

Get weekly updates and information from US Sport Aviation EXPO with our ALL NEW EXPO BUSINESS eNewsletter.

eNews focuses on:

- Sport Aviation Events
- Exhibitor News
- Sebring EXPO
- New Sponsors
- News from our sponsors

Looking for other marketing opportunities?

Become a Sponsor of EXPO

All cash sponsors receive:

Logo on all advertisements\*,

Logo with link to your web site

on sponsor page of Expo web

site, Banner at Expo, Logo and

75 words in Expo Program.

Complimentary admission to

Expo for two.

\*This does not include print ads too small to accommodate logo placement.

# PROGRAM AD RATES

Program Size	Rate
Double spread	\$1,700
Full page bleed	\$900
Full page no bleed	\$900
2/3- island	\$800
1/2 vertical	\$600
1/2 horizontal	\$600
1/3 vertical	\$500
1/3 horizontal	\$500
1/4 vertical	\$450
Business card ad	\$200
Outside back cover	\$2,000
Inside covers	\$1,500
Page 3	\$1,400

We will create your ad for an additional fee of \$50 regardless of the size. \* Fee includes 2 rounds of edits. After which you will be billed at our hourly rate of \$100.

**FREE COPIES** will be handed out at the gate

### ADVERTISERS REQUESTING AN ADVANCE COPY:

If you wish to receive an advance program copy, let us know and we will mail one to you.

### ADVERTISERS NOT IN ATTENDANCE:

A program will be mailed to you.

### RESERVE YOUR AD:

Fill out the form below and fax to 770-804-2044 or email [diana@dianariesdesigns.com](mailto:diana@dianariesdesigns.com)

Ad size and placement request: \_\_\_\_\_

Payment method: Check  Credit card

Credit card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_ CVC: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Billing address: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone: \_\_\_\_\_

## Deadline for material and ad reservations

Space reservations are due by December 15. Camera-ready advertising art (PDF) is due by December 18.

**If you would like us to make your ad, copy and images must be provided by December 10.**

## Terms & Conditions

Payment is due 30 days from invoice date. We are not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication.

## Special Position

To guarantee a special position, add 15% to the space rate.

## Cancellation Policy

Changes and cancellations must be made in writing, email is fine. No cancellations permitted after 12/1/11.

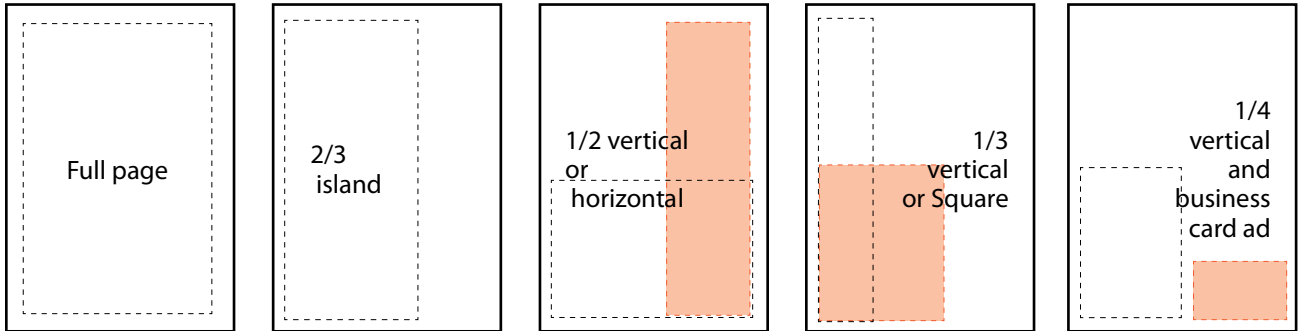
## Mechanical Specs

Our preference for ad material submission is a high-resolution press quality pdf in CMYK. There is no charge for bleed ads. All full page bleed ads must include .125" bleed on all four sides. Please include crop marks and bleed marks for bleed ads. For more information on digital ad submission please visit [www.sport-aviation-expo.com](http://www.sport-aviation-expo.com) under the "Advertisers" tab or email [diana@dianariesdesigns.com](mailto:diana@dianariesdesigns.com).

Note: Microsoft word documents are **NOT** acceptable for printing.

# PROGRAM AD SIZES

Finished Folded Size 8 1/2 W x 11 H



	Double Spread	Full page	2/3 page	1/2 page	1/3 page	1/4 page	Biz Card
Size in inches	22 x 11	8 x 10 no bleed	5 x 10	7.5 x 4.85 horizontal 3.5 x 10 vertical	2.375 x 10 tall 4.9 x 5 Square	3.5 x 4.85	1.9 x 3.4
<b>Double page spread and full page ads with bleed require .125 bleed on all sides .</b>							

Camera ready art specifications: Please supply all ads as hi-res PDF files with crop marks or bleed and crop marks for full page ads. If you are supplying native files all fonts and support art must be included. Ads file formats which may be supplied: InDesign up to 5.0, Photoshop up to 5.0,

**EXPO Program Distribution Numbers:** 15,000 programs booklets will be printed and handed out during the four day event. PDFs will be emailed via Sebring Expo online HTML

email news before the actual event and a PDF will be available for downloading via our web site before the actual EXPO event.



**We are here to assist you.**

For more information or assistance contact our media specialist: Diana at 770-772-0796 or 404-395-8918 or email [diana@dianariesdesigns.com](mailto:diana@dianariesdesigns.com).

128 Authority Lane  
Sebring, FL 33870  
863- 655-6444

**Fax: 863-655-6447**

**Expo@sebring-airport.com**  
**www.sport-aviation-expo.com**



Become a sponsor of the Expo now and reap the rewards. Your sponsorship will put you in front of the sport aviation targeted audience you want to reach throughout the year.

# 2017

128 Authority Lane  
Sebring, FL 33870  
863- 655-6444

**Fax: 863-655-6447**

**Expo@sebring-airport.com**

**www.sportaviationexpo.com**