

# LAS VEGAS GUITAR TRADE SHOW

## Advertisement Options

### Las Vegas Guitar Trade Show Printed Show Program

AD SIZE	Investment	Specs
Two Page Spread	\$1200.00	Bleed: 16.5" x 11" Trim: 16.25" x 10.75" Total Safety Area: 15.75" x 10.25" Safety Area for each page: 7.625" x 10.25"
Back Cover	\$1000.00	Bleed: 8.375" x 11" Trim: 8.125" x 10.75" Safety Area: 7.625" x 10.25"
Inside Front Cover	\$800.00	Bleed: 8.375" x 11" Trim: 8.125" x 10.75" Safety Area: 7.625" x 10.25"
Inside Back Cover	\$800.00	Bleed: 8.375" x 11" Trim: 8.125" x 10.75" Safety Area: 7.625" x 10.25"
Full-page Ad	\$600.00	Bleed: 8.375" x 11" Trim: 8.125" x 10.75" Safety Area: 7.625" x 10.25"
Half-Page Ad (Horizontal)	\$300.00	Bleed: 8.375" x 5.375" Trim: 8.125" x 5.125" Safety Area: 7.625" x 4.625"
On-Third Page Ad (Horizontal)	\$200.00	Bleed: 8.375" x 3.625" Trim: 8.125" x 3.375" Safety Area: 7.625" x 2.875"
Quarter Page Ad (Vertical)	\$150.00	NON-BLEED Ad Size 3.5" x 4.75"

*All final advertisements are due by October 1, 2024.*

*Any submissions after this date are not guaranteed placement in the LVGTS Program.*

### General Print Specifications ALL ADS SUBMITTED MUST FOLLOW THESE GENERAL GUIDELINES:

- High Resolution PDFs
- All images need to be a minimum of 300dpi when placed at 100%
- All logos and supporting images need to be in CMYK format (No Spot Colors)
- BLEED AREA: Everything in this area will be trimmed off
- TRIM AREA: Represents the actual ad size after being trimmed
- SAFETY AREA: avoid placing text and essential graphics beyond this point to eliminate the possibilities of accidental trimming

## Las Vegas Guitar Trade Show Elevated Digital Advertising Options

AD SIZE	Investment	Specs
Leaderboard	\$250.00	728x90 pixels
Medium Rectangle Banner	\$150.00	300x250 pixels
Home Page Content Area Banner	\$200.00	300x200 pixels
Footer Banner	\$200.00	728x90 pixels
Side Bar Banner	\$150.00	250x250 pixels

*\*\*All exhibitors receive a standard 150x150 linked logo placement and listing in online Vendor Directory with the purchase of their booth\*\**

All ads should be submitted with as a high resolution .jpg's (72dpi recommended)

For more questions or additional information and to book your advertising space, contact us at [lasvegasguitartradeshow@gmail.com](mailto:lasvegasguitartradeshow@gmail.com)

**Need help designing your print program ad or digital banner?** Graphic design services available at **exclusive LVGTS rates** from our partners at Vegas Visual Design! For design quotes email [genie@vegasvisualdesign.com](mailto:genie@vegasvisualdesign.com) or call 702-722-4598

### **Additional Advertiser General Guidelines:**

Advertisement artwork (print or digital) cannot include the LVGTS logo.

Content is limited to one company per advertisement.

An advertisement only purchase, print or digital will not allow you to participate in the LVGTS. **You must purchase a booth to distribute information to attendees and exhibitors.**