



# 2017 M-PACT SHOW GUIDE

Grow your business, drive traffic to your booth, and be noticed by a captive audience of M-PACT Show attendees with a full-color display advertisement in the official print and digital editions of the M-PACT 2017 Show Guide. Distributed at the registration area and at literature distribution points throughout the convention center, this handy publication is the go-to source for tradeshow information, including a comprehensive listing of all exhibitors, education and networking session highlights, plus a map of the tradeshow floor. Your investment includes an advertisement in the print edition, plus a clickable ad in the searchable online guide, with a link to your website. Readers refer to this publication time and again throughout the duration of the event, which means more bang for your marketing buck. Book your ad now while premium spaces remain!

## PUBLISHING CALENDAR

ad sales close / artwork due | delivery

2/24/2017 | April 2017

## NET ADVERTISING RATES: M-PACT 2017 SHOW GUIDE

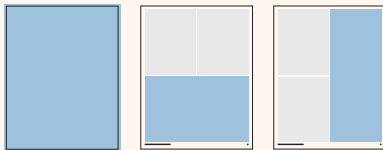
size	1x	PREMIUM POSITION
Full Page	\$1,000	\$1,200
1/2 Page	\$690	
1/4 Page	\$400	
1/8 Page	\$300	

## SPECIFICATIONS: M-PACT 2017 SHOW GUIDE

page size	7" x 10" (trim)
Full Page*	7" x 10"
1/2 Page Horizontal	6" x 4.406"
1/2 Page Vertical	2.917" x 9"
1/4 Page Block	2.917" x 4.406"
1/8 Page Block	2.917" x 2.109"

\* Full-page ads are intended to bleed off the page (see example)

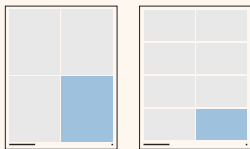
- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the trim line**



Full Page Bleed

1/2 Page Horizontal

1/2 Page Vertical



1/4 Page Block

1/8 Page Block



# Make a LASTING IMPRESSION

## ADVERTISE

in the enhanced, 4-color print and digital edition M-PACT Show Guide

**TO ADVERTISE, PLEASE CONTACT**  
Innovative Publishing  
844.423.7272  
advertise@innovativepublishing.com  
www.innovativepublishing.com

APRIL 18 – 20, 2017 | INDIANAPOLIS | WWW.M-PACT.ORG