

SHOWBOOK

ADVERTISING OPPORTUNITIES

Deadline Date: June 22, 2011

(for ad reservation)

Booth No _____

Company Name _____

City, State, Zip _____

Phone _____

Contact Name _____

Date _____

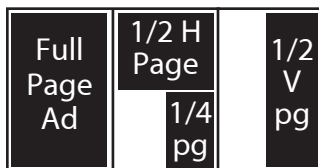
Ad space gives you prime real estate for coupons, incentives, post-show contact, invitations to stop by your booth, and more.

Showbooks are given to each registered student and each person as they enter the Market. Boost your sales with a custom ad in the Showbook!

The Market Showbook will be posted on our website before and after the show dates. If you would like to HYPERLINK your ad to your website we can do that for you.

Ad copy & payment must be received by July 8, 2011.

Please reserve the following ad space in the STITCHES Showbook:



2 Page Spread — 16.5" w x 10.25" h

Full Page Ad — 8" w x 10.25" h

1/2 Page Ad — 8" w x 5" h or 3.875" w x 10.25" h

1/4 Page Ad — 3.875" w x 5" h

B/W

Color

\$375

\$625

\$275

\$425

\$225

\$375

\$175

\$275

All ads are non-bleed.

Yes, please lay out my ad for \$75.

Yes, please hyperlink my ad to my website for \$50 (2 links for \$75).

Link Address _____ 2nd Link _____

Ad specs: Advertisers should furnish press ready material. You can email your ad to advertising@xrx-inc.com. We use a Macintosh platform, InDesign, Photoshop, and Illustrator but can use other platforms & software. Call in advance for more info. Please provide PDF files and a printed copy of the ad. Of course, we can prepare the ad for you at an additional fee of \$75; just send the desired text and a clear copy of artwork (logo, etc.) with a layout sketch and instructions.

Check # _____ is enclosed.

Charge \$ _____ to: Master Card Visa Discover American Express

CC# _____ Exp _____ Sec _____

Signature: _____ Date _____

Please make a copy for your records.

Return this form to:

STITCHES • PO Box 965 • Sioux Falls, SD 57101-0965

Fax: 605-338-2994 • TOLL FREE: 800-237-7099 800-722-2558 • PHONE: 605-338-2450