



ROCKY MOUNTAIN BOOK AND PAPER FAIR

ADVERTISING RATE SHEET, 2015

Advertise with us!

Increase your profile with exposure to attendees and exhibitors at the 31st Annual Rocky Mountain Book and Paper Fair, to be held on Friday, July 31 and Saturday, August 1, 2015 at the Denver Mart, Denver, Colorado.

Program:

The Rocky Mountain Book and Paper Fair program book, printed in stapled stiff paper wrapper. Covers are in color, interior is in black and white. Each Fair attendee will receive one copy (over 1,000), and each exhibitor will receive a copy. Ads may be purchased for the inside body of the program.

E-Mail Progress Reports:

Additionally, the Fair emails several progress reports to potential attendees. Our mailing list of over 4,000 includes avid collectors and potential customers for our exhibitors.

Advertising Rates:

<i>Program Book:</i>	<i>Size</i>	<i>Cost</i>	<i>RMABA Member</i>
Inside Body Full Page (b&w)	4.5" x 7.5"	\$175	\$150
Inside Body Half Page (b&w)	4.5" x 3.75"	\$100	\$75
Inside Body 1/4 Page (b&w)	2.25" x 3.75"	\$75	\$50

Progress Reports (E-Mails):

Banner Ad (color)	1.5" x 6"	\$150	\$125
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Artwork Specifications:

- All artwork for program book ads must be gray scaled.
- Banner ads (in color) are for inclusion in the e-mailed progress reports and reminders.
- We can accept .jpg, .pcx, .tif, .gif, .pdf, and .bmp digital file formats.

Deadlines:

Program Book: July 6, 2015

E-Mailed Progress Reports: June 15, 2015 << **NOTE: For insertion, action needed ASAP!!**

Mail Copy and Payment to:

RMBPF - P.O. Box 9252 - Denver, CO 80209

Digital files may be E-mailed to:

bookfair2015@rmaba.org