



Rocky Mountain Book and Paper Fair
P.O. Box 487
Denver, CO 80036
Vendors, Hit Your Target Market!!!

Should you be advertising in the Rocky Mountain Book and Paper Fair progress report and/or program book? Does your business rely on the sales of collectable and rare books, magazines, posters, post-cards, ephemera, etc.? If the answer is yes, then we have your target market and at advertising rates you won't believe.

The Rocky Mountain Book and Paper Fair program book will be printed in a small magazine format in black and white with a color cover only. Each, of over 1000 book fair attendees, will receive one copy of the program book. Also, several e-mailed progress reports and reminders will be sent out to over 4000 avid collectors and potential customers.

Advertising Rates:

Ad Size:	Image Area	Cost
Prog Book Inside Front Full Cover	4.5" X 7.5" (color)	\$225.00
Prog Book Inside Back Full Cover	4.5" X 7.5" (color)	\$200.00
Prog Book Inside Body Full Page	4.5" X 7.5"	\$175.00
Prog Book Half Page	4.5" X 3.75"	\$100.00
Prog Book ¼ Page	2.25" X 3.75"	\$60.00
E-Mail Banner Ad	1.5" X 6" (color)	\$150.00

Art Work Specifications:

All body artwork and page layouts must be in black and white. No color ads will be accepted for placement in the body of the program book or for the mailed progress reports. A good black and white copy is acceptable. Color Banner ads are for inclusion in the e-mailed progress reports and reminders. We can accept the following digital file formats: .jpg, .pcx, tif, gif, pdf, and bmp for digitally produced artwork.

Deadlines:

Mailed & E-Mailed Progress Report #1: Dec. 28, 2012
Mailed & E-Mailed Progress Report #2: March 24, 2013
Mailed & E-Mailed Progress Report #3: May 20, 2013
E-Mailed Reminder #1: June 29, 2013
E-Mailed Reminder #2: July 25, 2013
Program Book: July. 08, 2013

Mail or Deliver Copy and Payment To:

RMBPF
P.O. Box 487
Westminster, CO 80036
(303) 426-0806
Make Checks payable to "RMBPF"

E-Mail Digital Files To: bookfair2013@rmaba.org