



Rocky Mountain Book and Paper Fair
P.O. Box 487
Denver, CO 80036
Exhibitors & Booksellers
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, postcards, 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	RMABA Members
<u>Program Book</u>			
Inside Front Full Cover	4.5" X 7.5" (color)	\$325.00	\$300.00
Inside Back Full Cover	4.5" X 7.5" (color)	\$275.00	\$250.00
Inside Body Full Page	4.5" X 7.5"	\$175.00	\$150.00
Half Page	4.5" X 3.75"	\$100.00	\$75.00
¼ Page	2.25" X 3.75"	\$75.00	\$50.00
<u>Progress Reports or E-Mails</u>			
Banner Ad	1.5" X 6" (color)	\$150.00	\$125.00

Art Work Specifications:

Inside cover color ads must be at 300dpi or better. All program book body and mailed progress report ad artwork must be gray scaled. 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:

E-Mailed Progress Report #1: Dec. 28, 2013
Mailed & E-Mailed Progress Report #2: March 12, 2014
Mailed & E-Mailed Progress Report #3: May 20, 2014
E-Mailed Reminder #1: June 29, 2014
E-Mailed Reminder #2: July 20, 2014
Program Book: July. 08, 2014

Mail or Deliver Copy and Payment To:

RMBPF
P.O. Box 487
Westminster, CO 80036
(720)-234-7829
Make Checks payable to "RMBPF"

E-Mail Digital Files To:

bookfair2014@rmaba.org