

Enhance your exposure at the **2008 Carolina Kids Expo**

with an ad in the show program
and/or on the Kids Expo web site



phone: 919-791-0510 fax: 919-791-0508
email: kidexpo@nc.rr.com
website: www.carolinakidexpo.com

May 10 & 11, 2008
NC State Fairgrounds

Carolina Kids Expo Show Program display ads

- Deadline to reserve your print ad space in Kids Expo Show Program is April 10, 2008
- No charge for ad design but logos, art, and ad copy must be submitted by April 15
- Camera-ready ads may be submitted to Carolina Kids Expo by email: kidexpo@nc.rr.com
- PDF with fonts embedded preferred. Call about other formats.

Note: Logos, photos and clip art must be 180 dpi or higher resolution for clarity in print ad.

Program Ad Rates:

1/8 page \$100

1/4 page \$200

3/8 page \$250

1/2 page \$400

Full Page \$800

Color costs

Spot color \$39

Full color \$99 (free color half-page or larger)

Program Ad Specs:

1/8 page

Horizontal 3.5" w X 2.25" h

Vertical 1.8" w X 4.5 h

1/4 page

Standard vertical 3.5" w X 4.5" h

Vertical (tall) 1.8" w X 9.1 h

Horizontal (long/banner) 7.25" w X 2.25" h

3/8 page 5.2" w X 4.5" h

1/2 page

Horizontal 7.25" w X 4.5" h

Vertical 3.5" w X 9.1" h

Full page

7.25" w X 9.1" h

2008 Carolina Kids Expo Web advertising at www.carolinakidexpo.com

FREE • listing - Exhibitors will be listed on the carolinakidexpo.com website 2 weeks before the show and will remain on website throughout the year.

\$25 • link your business/organization's listing on exhibitor web page to your website

Sign up early for lots of pre-show exposure! The following Web ads can go online as soon as your Agreement, booth or sponsor fee and ad payment are received. Begin your expo marketing NOW!

\$100 • button ad - ad on Exhibitor info page of Expo website links to your website. Call for details.

\$400 • banner ad - larger ad on Carolina Kids Expo web page links to your website. Call for info.

\$500 • slideshow banner ad flips through 2 different ad panels