

ADVERTISE in the SHOW GUIDE!

MAXIMIZE YOUR CIRCULATION AND EXPOSURE

The Show Guide is the official publication of the Northwest Foodservice Show and a valuable resource guide for attendees to take home and use year round. Your ad message will be placed in the hands of 5,000 foodservice professionals at the Show. Advertisers will be featured in a special passport-style listing encouraging attendees to visit their booths on the tradeshow floor for a chance to win raffle prizes. Additionally, the Show Guide will be made available for download on the Show website as well as the WRA and ORLA websites creating a total of more than 40,000+ impressions.

READERSHIP DEMOGRAPHIC

- Quick Service / Fast Casual • Casual / Family Dining
- Bar / Tavern • Purveyor / Supplier • Fine Dining
- Lodging with full service restaurants • Hospital / Retirement / Government Institutions • Catering



SHOW PASSPORT

Looking for increased networking opportunities? Participate in the Show Guide – Superstars Passport

Show Guide Advertiser	\$100
Exhibitor	\$250

Attendees will have opportunity to complete their Passport (by visiting the exhibitors that participate) to be entered in a raffle for exciting prizes.

AD RATES

	MEMBER	NON-MEMBER
Full Page	\$1,000	\$1,150
Half Page	\$670	\$770

FULL PAGE PREMIUM PLACEMENT COLOR:

	MEMBER	NON-MEMBER
Inside Front Cover	\$1,250	\$1,440
First Inside Right	\$1,200	\$1,380
Inside Back Cover	\$1,130	\$1,300
Outside Back Cover	\$1,320	\$1,520
Inside Spread	\$2,240	\$2,580
Center Spread	\$2,500	\$2,880

PRINT ADVERTISING SPECIFICATIONS

	WIDTH	DEPTH
Full Page	4.625"	7.625"
Full Page Bleed*	5.625"	8.625"
Half page Horizontal	4.625"	3.75"

* TRIM SIZE = 5.375" x 8.375" (Back cover is bleed only.)

ADVERTISING POLICY:

Full payment is due immediately upon signing advertisement agreement. Cancellation of ad space must be directed in writing to Northwest Foodservice Show; however, all payments are final and no refunds will be given. The Northwest Foodservice Show reserves the right to decline any materials which in its sole judgement are considered inappropriate due to wording or appearance. Submission of materials is the responsibility of the advertiser. Advertisements must be received by February 1, 2017 to ensure placement.

FILE FORMAT:

High resolution, print optimized PDFs are preferred. In all formats, fonts (printer and screen) and graphics must be included (no OPI data), along with a final laser proof for comparisons.

RESOLUTION:

Size and rotate graphics within original application before placement into ad. Line artwork should be 1200 dpi. Color and grayscale photos should be 300 dpi.

COLORS & GRAPHICS:

Avoid using white boxes to eliminate objects. Remove unwanted objects within original application. Convert all RGB and Pantone colors to CMYK. Eliminate unused colors from color palette. Same-colored objects and text must be named and defined exactly. Line weight should be at a minimum of .5 point (not hairline).

