

# ART MATERIALS WORLD

**2017** Salt Lake City  
March 5-7

**Advertise in the Official Show Directory**  
distributed to the buyers who attend this special event!

## Rates and **SPECIFICATIONS**

Full-color	Net Rate
Full page	995
2/3 page	790
1/2 page	675
1/3 page	550
1/4 page	395
1/6 page	265
1/8 page	175

Special Ad Placements	Net Rate
Back Cover	<del>SOLD</del>
Inside Front Cover	<del>SOLD</del>
Inside Back Cover	<del>SOLD</del>
Center Spread	2290
Belly Band (around cover)	2300



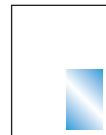
**1/8 PAGE**  
Horizontal  
3-1/2" x 2-3/8"  
(W x H)



**1/6 PAGE**  
Horizontal  
4-5/8" x 2-1/8"  
(W x H)



**1/6 PAGE**  
Vertical  
2-1/4" x 4-3/4"  
(W x H)



**1/4 PAGE**  
3-1/4" x 4-3/4"  
(W x H)



**1/3 PAGE**  
Horizontal  
4-5/8" x 4-3/4"  
(W x H)



**1/3 PAGE**  
Vertical  
2-1/4" x 10"  
(W x H)



**1/2 PAGE**  
Horizontal  
7" x 5"  
(W x H)



**1/2 PAGE**  
Vertical  
4-5/8" x 7-5/8"  
(W x H)



**2/3 PAGE**  
4-5/8" x 10"  
(W x H)



**Full PAGE**  
8-3/8" x 11-1/8"  
(W x H)  
Trim size: 8-1/8" x 10-7/8"  
*Please keep live area 1/4"*  
*from trim*

**Files accepted:** 300 dpi, CMYK – flattened  
PDF, TIFF, EPS, or JPEG  
**Upload files to:** [fwpi.com/upload-ad.php](http://fwpi.com/upload-ad.php)  
Select <NAMTA Directory>

**Reserve Ad Space in the Official Show Directory by February 3**

### Tim Braden

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## Ad **BONUS**

- Reserve your display advertisement and receive a free, full-color logo identifier within the exhibitor listings with a reference to your ad page number.
- **PLUS!** Your advertisement will be featured in the Digital Version of the Show directory – with a link to a landing page of your choice – absolutely free!