



PGA

2010 MERCHANDISE SHOW

PRE-SHOW PLANNER, FLOOR PLAN MAP and SHOW DIRECTORY ADVERTISING OPPORTUNITIES

Rate Card and Insertion Order Form

January 28 – January 30, 2010

Orange County Convention Center, Orlando, Fla

SHOW DIRECTORY ADVERTISING RATES

Run Of Book Positions

Full Page BW.....	\$2,125
Full Page 4C.....	\$4,095
Half Page BW.....	\$1,680
Half Page 4C.....	\$3,045
Quarter Page BW.....	\$1,045
Logo Ad 4C.....	\$370
Logo Ad BW.....	\$290
Shaded Listing.....	\$300

Special Positions - 10% Premium Charge

Position _____

Special Positions

Post-It Note or Bellyband	\$11,025*
Cover 2 gatefold w/page facing cover 2	\$16,750
Page Facing Table of Contents	\$4,450
Page facing Cover 3	\$4,450
Cover 3 Gatefold	\$11,025
Cover 4	\$8,015
Floor Plan with Call-Out & Full Page Ad	\$10,240
Floor Plan Tab plus page facing (3 pages)	\$9,450
Tab (Two Sides) General Info	\$8,400
Tab (Two Sides) Floor Plans	\$8,400
Tab (Two Sides) Exhibitor Listings	\$8,400
Tab (Two Sides) Export Guide	\$8,400
Tab (Two Sides) Product Guide	\$8,400
Tab (Two Sides) Brand Name Index	\$8,400
Bookmark	\$7,875*
Spine	\$8,400

*Production charges are not included.

PRE-SHOW PLANNER RATES

Run Of Book Positions

Full Page 4C.....	\$2,100
1/2 Page 4C.....	\$1,315
Business Card Size.....	\$790

Special Positions

Inside Front Cover.....	HOLD
Inside Back Cover.....	\$4,200
Back Cover.....	HOLD
Center Spread.....	\$5,250

*production not included

Floor Plan Map Handout

Special Position

- Front Cover.....\$10,000
- Back Cover.....\$7,500

Booth Call-Out Opportunities

- Logo and Highlight on Exhibitor List.....\$2,500

EXHIBITOR INFORMATION

Please Print

NAME / TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL Address

SIGNATURE

DATE

AGENCY INFORMATION

Please Print

NAME / TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL ADDRESS

SIGNATURE

DATE

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FAX OR MAIL INSERTION FORM AND PAYMENT TO:

Marc Simon, Exhibitor Marketing Consultant
2010 PGA Merchandise Show Advertising
Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851
PHONE (203) 840-5378 FAX (203) 840-9378
EMAIL: msimon@reedexpo.com

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