

Please reserve the following space for _____ in the 53rd CABF Directory
Exhibitor Name

ADVERTISEMENT RATES

All advertisements are black and white except for the back and/or inside cover pages.

- Quarter page: 3.75 inches wide x 2.25 inches high \$ 300
- Half page: 3.75 inches wide x 4.5 inches high \$ 400
- Full page: 3.75 inches wide x 9.25 inches high \$ 700
- Inside Front/Back Cover (4-color with bleed): \$2,000
Deadline Friday, August 16 before offered to sponsors
Live Area – 3.75 inches wide x 9.25 inches high
Trim Size - 4.375 inches wide x 9.75 inches high
Bleed - 4.875 inches wide x 10.25 inches high
- Outside Back Cover (4-color with bleed): \$3,000
Deadline Friday, August 16 before offered to sponsors
Live Area – 3.75 inches wide x 9.25 inches high
Trim Size - 4.375 inches wide x 9.75 inches high
Bleed - 4.875 inches wide x 10.25 inches high

Prices are for camera-ready artwork only. If you would like the Fair Management graphic designer to create your ad, design fees can be quoted. If artwork requires special handling, electronic manipulation, film work, or reductions, then additional charges may be incurred.

NOTE: You may also purchase advertisements online at cabookfair.com. All advertisements are subject to approval by the ABAA/Book Fair Committee.

ADVERTISEMENT SPECIFICATIONS

- Please provide artwork via email, hyperlink, or flash drive
- Artwork and layouts are acceptable as hi-res PDF, JPG, EPS or TIF files
- Fonts must be embedded or outlined
- Interior ads are black and white; cover ads are CMYK

SEND ORIGINAL ARTWORK TO:

Ted Estelle, Prevalent Design
626 Grant Avenue, Suite 201, San Francisco, CA 94108
Phone: +1 (415) 362-6341 • Fax: +1 (415) 362-6342
ted@prevalentdesign.com AND info@cabookfair.com

Reservation, artwork and payment must be received by deadline: **Friday, December 6, 2019**