

Please reserve the following space for \_\_\_\_\_ in the 54<sup>th</sup> 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	\$ 500
Full page: 3.75 inches wide x 9.25 inches high	\$1,000
Inside Front/Back Cover (4-color with bleed): 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	\$2,000
Outside Back Cover (4-color with bleed): 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	\$3,000
Complimentary quarter page with 20'x10' and 15'x10' booth: 3.75 inches wide x 2.25 inches high	\$ 0

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](http://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](mailto:ted@prevalentdesign.com) AND [info@cabookfair.com](mailto:info@cabookfair.com)

**Reservation must be received by December 20, 2021**  
**Artwork and payment must be received by January 4, 2022**