



SHOWGUIDE

ADVERTISING

BE IN IT AND BE SEEN

The Mode Accessories Official Show Guide is handed to each buyer as they walk in! An essential tool which buyers will refer to over the 3 days and use as a resource after the show.

Official Show Guide

- 2,000+ buyer copies hand distributed at the Mode Accessories Show
- + Full Page Ad | **\$1,000**
- + 1/2 Page Horizontal | **\$670**
- + 1/3 Page Vertical | **\$550**
- + 1/4 Page | **\$375**

Important Dates

Ad Closing | **July 5** Ad Material Due | **July 12**

Ad Specifications

Full Page 8.125" x 10.75" | Live Area 7.5" x 10"

1/2 Page Horizontal 7" X 4.875"

1/3 Page Vertical 2.125" X 10"

Please Note All ads must include .125" bleed on all sides
Ensure there is a minimum of .35" type safety margin

FILE REQUIREMENTS

- » Print ads must be supplied in a PDF/X-1a file
- » All fonts and images must be provided or embedded and meet print specifications (CMYK, 300dpi)
- » Preferred filed type is a high-res, print optimized PDF, but we will accept the following file formats for MAC or PC: Illustrator, Photoshop, InDesign
- » When providing these kinds of files, please ensure all linked images and fonts are included and your company name is on your file
- » Please contact your account manager for FTP instructions

Contact

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