

# ESSENTIALS, TECH, AND THE NEW RETAIL EXPERIENCE AT JCK

The Essentials, Tech, and the NEW Retail Experience Guide will focus exclusively on the companies exhibiting within the Essential and

Technology neighborhood

as well as the NEW Retail Experience neighborhood at the JCK Las Vegas Show.

The piece will provide a listing of all companies and booth numbers in addition to a company description and logo.

Reach buyers before, during, and after the show with this special piece. Your ad,

as part of the supplement, will be mailed to 6,000+

pre-registered stores weeks before the show as part of the JCK Las Vegas Pre-Show Marketing Kit. In addition, you'll receive bonus distribution at the show, including on-site newsstands at JCK and LUXURY.



## MECHANICAL REQUIREMENTS

**SHOW GUIDE TRIM SIZE:** 8.375" x 10.875"

UNIT	NON-BLEED	BLEED*
2-PAGE SPREAD.....	15.75" x 9.875" .....	17" x 11.125"
FULL PAGE .....	7.375" x 9.875" .....	8.625" x 11.125"
1/2 PAGE HORIZONTAL .....	7.375" x 4.75" .....	8.625" x 5.5"
1/2 PAGE VERTICAL .....	3.5" x 9.875" .....	4.125" x 11.125"

\* Keep live copy at least .375" away from trim.

Digital files and color Matchprints (SWOP standards) required for all ads. Without the appropriate color proof, JCK will not be held responsible for reproduction of ad.

AD CLOSE: 3/21

MATERIALS DUE: 3/31

## AD RATES (NET)

2-PAGE SPREAD 4/C .....	\$6,300
FULL PAGE 4/C.....	\$3,500
1/2 PAGE 4/C.....	\$2,000
INSIDE FRONT COVER.....	\$4,025
INSIDE BACK COVER.....	\$3,850
BACK COVER .....	\$4,200

Horizontal and vertical half pages are accepted.

## AD SPECIFICATIONS

Please submit Photoshop .tiff or .eps files or print-optimized PDF files. Any fonts not supplied may be substituted. All materials submitted must be clearly marked with company name, contact name, file name, and "JCK Las Vegas." All ads must include the name of the advertiser in the actual file name and must include the appropriate extension (e.g.: XYZco-Ad.eps). We will accept artwork via email, CD, or DVD; however, we cannot guarantee exact color match without a color proof.

## TO SECURE YOUR AD

Contact your JCK representative for more information.

## AD SUBMISSION

Please email artwork to [jckshowads@reedexpo.com](mailto:jckshowads@reedexpo.com). If your file is too large to email, please contact Rachel Parker at Reed Exhibitions at 203-840-5998 or [rparker@reedexpo.com](mailto:rparker@reedexpo.com). Rachel will provide instructions for ad submittal via box.com.



# 2017 Show Products

## RESERVATION FORM

**Yes, I would like to participate in JCK's 2017 Show Marketing Opportunities.** Please schedule my ad in each of the products selected. I understand that JCK does not make booth changes or additions to my advertising without written instructions from me.

**Show Guide and Pocket Planner ads are placed alphabetically.**

Please indicate the letter of the alphabet where your ad should appear: \_\_\_\_\_

COMPLETE FORM BELOW, THEN INDICATE AD SELECTIONS AT RIGHT, SIGN, AND FAX BACK TO YOUR JCK SALES REPRESENTATIVE.

EXHIBITOR NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY / STATE / ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

NAME / TITLE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

We collect this data in order to provide you with information about the JCK Las Vegas Show and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at [www.jckonline.com/lasvegas](http://www.jckonline.com/lasvegas) or call our Privacy Administrator at 888-306-2344, or from outside the U.S. at 203-840-5810.

### PAYMENT TERMS

Show Products & Floor Maps: 20% due with signed order. 100% due 3/24/2017. When advertising is reserved after the 100% due date, payment will be due in full with initial invoice. Credit card payments can be processed at [jckonline.com](http://jckonline.com). Make checks payable to JCK Las Vegas 2017, and mail to: Reed Exhibitions/JCK, Attn: Cash Applications/AR, 383 Main Avenue, Norwalk, CT 06851. Customer understands and agrees to all of the terms and conditions set forth at the website <http://www.jckonline.com/ioterm>s, all of which are hereby incorporated in this Insertion Order by this reference as if this is fully set forth herein.

Please email or fax this form to your JCK sales representative.

### ADVERTISING RATES: NET

#### SHOW GUIDE

_____	2-PAGE SPREAD 4/C .....	\$8,535
_____	FULL PAGE 4/C .....	\$4,765
_____	2/3 PAGE 4/C .....	\$4,075
_____	1/2 PAGE 4/C .....	\$3,310
_____	1/3 PAGE 4/C .....	\$2,560
_____	1/4 PAGE 4/C .....	\$1,610

#### SUPPLIED INSERTS

_____	2 PAGE .....	\$4,785
_____	OTHER .....	

#### LISTING UPGRADE

_____	BLACK & WHITE LOGO .....	\$650
_____	HIGHLIGHTED LISTING .....	\$400
_____	LOGO & LISTING .....	\$950

#### AGTA SHOW GUIDE

_____	2-PAGE SPREAD 4/C .....	\$8,165
_____	FULL PAGE 4/C .....	\$4,535
_____	2/3 PAGE 4/C .....	\$3,980
_____	1/2 PAGE 4/C .....	\$3,155
_____	1/3 PAGE 4/C .....	\$2,450
_____	1/4 PAGE 4/C .....	\$1,530

#### POCKET PLANNER

_____	2-PAGE SPREAD 4/C .....	\$11,970
_____	FULL PAGE 4/C .....	\$6,650
_____	HIGHLIGHTED LISTING .....	\$650

#### TIMEPIECES AT JCK

_____	2-PAGE SPREAD 4/C .....	\$6,300
_____	FULL PAGE 4/C .....	\$3,500
_____	1/2 PAGE 4/C .....	\$2,000
_____	INSIDE FRONT COVER .....	\$4,025
_____	INSIDE BACK COVER .....	\$3,850
_____	BACK COVER .....	\$4,200

#### ESSENTIALS, TECH, AND THE NEW RETAIL EXPERIENCE AT JCK

_____	2-PAGE SPREAD 4/C .....	\$6,300
_____	FULL PAGE 4/C .....	\$3,500
_____	1/2 PAGE 4/C .....	\$2,000
_____	INSIDE FRONT COVER .....	\$4,025
_____	INSIDE BACK COVER .....	\$3,850
_____	BACK COVER .....	\$4,200

#### SHOW DAILY

_____	2-PAGE SPREAD 4/C .....	\$11,780
_____	TAB DIVIDER .....	\$7,020
_____	FULL PAGE 4/C .....	\$5,990
_____	1/2 PAGE 4/C .....	\$4,610
_____	1/3 PAGE 4/C .....	\$3,995
_____	1/4 PAGE 4/C .....	\$3,350
_____	1/6 PAGE 4/C .....	\$2,460
_____	BEST SELLERS .....	\$1,485

#### DESIGN CENTER

_____	BACK COVER .....	\$3,630
_____	INSIDE FRONT COVER .....	\$3,475
_____	INSIDE BACK COVER .....	\$3,330
_____	2-PAGE SPREAD 4/C .....	\$5,440
_____	FULL PAGE 4/C .....	\$3,025

#### LUXURY

_____	BACK COVER .....	\$4,860
_____	INSIDE FRONT COVER .....	\$4,540
_____	INSIDE BACK COVER .....	\$4,460
_____	2-PAGE SPREAD 4/C .....	\$7,280
_____	FULL PAGE 4/C .....	\$4,050
_____	LUXURY COMBO BUY (1P) .....	\$6,500
_____	LUXURY COMBO BUY (2P) .....	\$11,250

#### FLOOR MAPS

##### BAYSIDE FLOOR MAP:

_____	SPONSORSHIP .....	\$13,450
_____	CALL-OUT AD .....	\$5,380

##### SHORELINES FLOOR MAP:

_____	SPONSORSHIP .....	\$12,095
_____	CALL-OUT AD .....	\$5,380