

JCK

POCKET PLANNER 2017

From exhibitor listings to a schedule and appointment calendar, the JCK Pocket Planner is the buyer's favorite tool for planning the day's activities. It is mailed to 6,000 pre-registered stores prior to the show and distributed at JCK Las Vegas. There will be two versions of the Pocket Planner, one for pre-show planning and one on-site, which has the most up-to-date exhibitor list, on-site exposure and distribution.



AD CLOSE: 3/30

MATERIALS DUE: 4/5

AD RATES (NET)

2-PAGE SPREAD	\$11,970
FULL PAGE	\$6,650
HIGHLIGHTED LISTING	\$650

MECHANICAL REQUIREMENTS

PLANNER TRIM SIZE: 4.125" x 8.5" (PERFECT BINDING)

UNIT	NON-BLEED	BLEED*
2-PAGE SPREAD	7.625" x 8"	8.5" x 8.75"
FULL PAGE	3.75" x 8"	4.375" x 8.75"

* 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 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.

AD SUBMISSION

Please email artwork to 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. Rachel will provide instructions for ad submittal via box.com.

Contact your JCK representative for more information.



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 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. 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