



Advertise in PW's

Show Daily @ bea

BOOKEXPO AMERICA

3 Full Days of Complete Coverage ● May 29, 30, 31

Reservations Due: 5/5

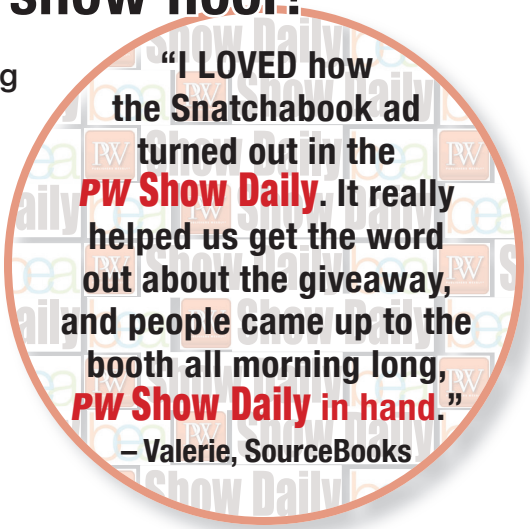
Materials Due: 5/12

Publishers Weekly and **Show Daily** are your most powerful tools on the trade show floor!

Your participation within **Show Daily** provides you with marketing access to attendees at these key locations:

- ✓ **Host hotels**
- ✓ **BEA expo floors**
- ✓ **Early morning special events**
- ✓ **UPubU**
- ✓ **BookCon**

Show Daily covers every inch of the Javits Center with over 10,000 personally distributed copies each day before the doors even open! It is your most effective and powerful resource to drive desired traffic to your booth each day!



Reach and influence attendees for:

- Product demos**
- Book releases**
- Author signings**
- Special events**
- Technology highlights**
- And more...**

Inquire today about incorporating a robust marketing plan tailored to exceed your marketing expectations both in print and online prior to the start of the show.

AD SIZE	NON-BLEED	BLEED	TRIM
Tabloid Page	10" x 14"	11.125" x 15.25"	10.875" x 15"
Junior Page	7" x 9.75"	7.5" x 10.5"	7.625" x 10.375"
1/2 Page Vertical	4.5" x 13'25"		
1/2 Page Horizontal	9.25" x 7.25"		
1/4 Page Vertical	4.4375" x 7.25"		
1/2 Page Horizontal	6.75" x 4.75"		
1/6 Page	4.4375" x 4.75"		

Rates are for black-and-white ads; add \$1,250 for 4-color. Process color only (CMYK). All rates are gross.