

Advertising Opportunities



Start your sales process weeks before the Expo and continue selling for weeks afterwards using our web and print advertising options. Choose one or both, depending on your current marketing strategy.

Web Link Button: \$175

Your web button **can be linked to any page on your site** such as your homepage, a special, "What's Happening at our Expo Booth" page, a special coupon or offer good at the Expo or any other page on your site that you'd like visitors to see.

Email Web Button artwork and URL link to info@sewingexpo.com by:

Web Buttons Appear:

- On the Expo shopping page which is one of our most visited pages.
- The magazine-style email sent 4 weeks prior to the Expo. It's the most-read email of our marketing program.

Artwork Guidelines:

- Size: 250 pixels wide x 100 pixels high
- Resolution: 72dpi
- File Type: JPEG

| 2025 City | Artwork & URL Due |
|-----------------|-------------------|
| Atlanta/Duluth | 1-21-25 |
| Lakeland | 1-27-25 |
| Cleveland | 2-18-25 |
| Raleigh | 3-19-25 |
| Dallas/Irving | 6-9-25 |
| Fredericksburg | 8-18-25 |
| NASH/Lebanon | 8-25-25 |
| CIN/Sharonville | 8-29-25 |
| Detroit/Novi | 9-29-25 |

Expo Guide Ad:

- **Reaches 6,000-9,000 people** over 3 days at the Expo.
- Contains schedules, vendor list, floor plan and other details. Attendees will refer to it many times during the Expo, and will keep it for reference afterward.
- **Guides people to your store** for many months following the Expo!

Email Expo Guide ad size reservation and artwork to info@sewingexpo.com by:

| 2025 City | Size Reservation Due | Artwork Due |
|-----------------|----------------------|-------------|
| Atlanta/Duluth | 1-21-25 | 1-28-25 |
| Lakeland | 1-27-25 | 2-2-25 |
| Cleveland | 2-18-25 | 2-25-25 |
| Raleigh | 3-19-25 | 3-26-25 |
| Dallas/Irving | 6-9-25 | 6-16-25 |
| Fredericksburg | 8-18-25 | 8-25-25 |
| NASH/Lebanon | 8-25-25 | 9-1-25 |
| CIN/Sharonville | 8-29-25 | 9-5-25 |
| Detroit/Novi | 9-29-25 | 10-6-25 |

Artwork Guidelines:

- Size: See chart at right
- Resolution: 300dpi
- Color: 4-color CMYK
- File Type: High Resolution PDF

| Size | Dimensions | Cost |
|-----------|-----------------|-------|
| 1/4 Page | 2.25"w x 3.75"h | \$250 |
| 1/2 Page | 4.75"w x 3.75"h | \$350 |
| Full Page | 4.75"w x 7.75"h | \$495 |

Save \$25! Web Link Button & 1/2 Page Expo Guide Ad for \$500

For questions, contact: info@sewingexpo.com