

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: \$199

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:

2020 City	Artwork & URL Due
Atlanta	February 4
Lakeland	February 11
Cleveland	February 24
Dallas	July 7
Raleigh	July 14
Cincinnati	August 5
Fredericksburg	August 25
Chicago	September 9
Novi	October 6

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

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:

2020 City	Size Reservation Due	Artwork Due
Atlanta	February 6	February 12
Lakeland	February 11	February 17
Cleveland	March 4	March 10
Dallas	June 24	July 6
Raleigh	July 20	July 23
Cincinnati	August 6	August 17
Fredericksburg	August 25	August 31
Chicago	September 10	September 17
Novi	October 5	October 9

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	\$170
1/2 Page	4.75"w x 3.75"h	\$275
Full Page	4.75"w x 7.75"h	\$420

Save \$100! Web Link Button & 1/2 Page Expo Guide Ad for \$374

For questions, contact Liz Fredrick: 440-899-4730 or liz.fredrick@hoffmanmedia.com