



**DEADLINE Thursday, April 12, 2020**

Return this completed form to  
 INATS  
 2425 Cleveland Ave., #150  
 Santa Rosa, CA 95403  
 707.293.9217 fax  
 andrew@inats.com

## Show Directory Advertising Agreement

INATS® - The Tradeshow for Conscious Living

June 12-14, 2020

The Directory will be distributed at show registration as a navigational and resource tool for attendees seeking information. In addition, the Directory will be available on the INATS website prior to the Denver show and throughout the year.

Your advertisement:

- \* Promotes your products to new and growing retail channels.
- \* Ensures your position on attendees' priority lists of must-see exhibits as they use this guide to navigate the show.
- \* Keeps working before and long after the show is over as retailers use the directory to source products throughout the year.

Advertiser: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**File Specifications & Submission Info:**

Please see page 2

SIZE	DIMENSIONS	B/W	4C
Full Page Back Cover	Non-Bleed ads will have a .5" white border on the page.	n/a	\$1,895
Full Page Inside Front Cover	Bleed ads run all the way to the edge of the page. This option for full page ads only.	n/a	\$1,695
Full Page Inside Back Cover		n/a	\$1,495
First Right Page (Page 1)		n/a	\$1,695
Full Page (Options below)		\$695	\$1,195
Bleed	8.75" x 11.25"		
Trim Size	8.5" x 11.0"		
Non-Bleed	7.5" x 10.0"		
1/2 Page Horizontal	7.5" x 4.875"	\$495	\$895
1/4 Page	3.625" x 4.875"	\$395	\$595
Enhanced Listing with Logo		\$125	n/a
New Product Flag		\$125	n/a

Please write your initials next to selected ad sizes and color.

Total Amount  
 \$ \_\_\_\_\_

(Please make checks payable to INATS),  
 or bill my:  Visa  Mastercard  American Express

Name Printed on Card: \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp. Date: \_\_\_ / \_\_\_ Security Co: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Signing this agreement is a binding commitment for ad space:**

\_\_\_\_\_  
 (Authorized Advertiser/Agency Signature and Title)

\_\_\_\_\_  
 (Date)

**MATERIALS DUE:**

**Thursday, April 12, 2020**

Send ad materials to both:  
 Barbara Greene  
 blgreene96@earthlink.net  
 and  
 Andrew Toplarski  
 andrew@inats.com



**inats**<sup>®</sup>

the tradeshow for conscious living

# PRINT SPECIFICATIONS

Full Page / CMYK Color or B&W

Live Area: 7.5" x 10"

Trim size: 8.5" x 11"

Bleed size: 8.75" x 11.25"

Half Page / CMYK Color or B&W Horiz

7.5" x 4.875"

Qtr Page / CMYK Color or B&W

3.625" x 4.875"

## MECHANICAL REQUIREMENTS:

### **Black and White and CMYK Ad Mechanical Requirements:**

***Only digital files are accepted.*** Please save file as an Adobe print pdf (all photos and art at 300 dpi) and email to [blgreene96@earthlink.net](mailto:blgreene96@earthlink.net). Please do not email files larger than 10mg. If your file exceeds this size, submit a CD or DVD with file created as a print pdf or in Quark 9.0 with images created in Photoshop 14.0 or Illustrator 16.0 and deliver to below address. Please include all scanned photos and fonts. ***Please do not submit files created in higher versions.***

**Program Page Trim Size:** 8.5" x 11"

**Deadline Information:** Please contact INATS for deadline info at 707-293-9189. Please email acceptable sized ads to [blgreene96@earthlink.net](mailto:blgreene96@earthlink.net) or mail to street address:

Attn: Barbara Greene  
1070 Race Street #D  
Denver, CO 80206

If you have any questions, or need help designing your advertisement, please contact Barbara Greene at 720-203-5992.