

Expo Advertising



Maximize your trade show investment and boost attendance at your booth!

Advertise in the 2019 PFMA Expo Show Guide- Featured in the December/January issue of PFMA Connection

Full Coverage Ad Reservation Deadline: October 26, 2018

Serving as the pre-show program, with extensive distribution before the show, and as the official exhibitor directory at the show on March 13 & 14, 2019~ Wisconsin State Fair Park.

Your company's sales message will be featured in **24,500 newspapers**, delivering pre-qualified industrial professionals **before and during the trade show.**

Consider the following:

7,500 copies sent via direct mail to pre-qualified industrial professionals inviting them to attend the show, including: owners/ presidents, plant engineers, maintenance supervisors, facilities managers

12,000 copies inserted into Milwaukee Business Journal on December 6 for pre-show attendee promotion

5,000 copies distributed to Expo attendees at the door, Wednesday & Thursday, March 13 & 14, 2019

***Show Supplement Advertising Deadline: February 15, 2019- Show Copies Only**

This distribution guarantees your company's ad investment will be reaching the individuals you need to influence to visit your booth- all at pennies per qualified contact- maximizing your show investment.

Ad Rates:	Ad Dimensions	Rate
Back Cover	9-3/4" x 13"	\$1995
Inside Cover	9-3/4" x 13"	\$1795
Full Page	9-3/4" x 13"	\$1595
Half Page	9-3/4" x 6-3/8"	\$795
Quarter Page	4-3/4" x 6-1/4"	\$495
Spot color red or blue:		+\$125
4/color:		+\$450

Ad materials accepted: All electronic files.
Basic ad layout/typesetting, re-sizing available.

Reserve your Ad now!
Fax the attached advertising agreement to Stefanie Dow:
Fax: 262-264-1014
sdow@wi.rr.com
All ads will be invoiced with payment due upon publication.