

# SHOW DIRECTORY ADVERTISING INFORMATION

PLEASE REVIEW THE FOLLOWING INFORMATION OR CALL 662-842-4442.

# SHOWCASE DIRECTORY

Take Advantage of Incredible Savings and Added Value Promotions IF you place your advertisement EARLY!!!

**First Discount Deadline: November 15, 2019 - Final Deadline: December 2, 2019**

ADVERTISING AGREEMENT - Tupelo Furniture Market - Winter 2020 Market

Print Company Name: \_\_\_\_\_

Print Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Authorized Signature: Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Total Amount Due (production charges are not included): \$ \_\_\_\_\_

	By 11/15/19	By 12/2/19
Front Cover	\$835	\$1045
Inside Front Cover	\$570	\$ 715
Inside Back Cover	\$570	\$ 715
Back Cover	\$735	\$ 920
Premium Pages	\$250	\$ 315
Two Page Spread	\$500	\$ 625
Full Page	\$205	\$ 255
Half Page	\$ 115	\$ 140

**PLEASE NOTE THERE WILL BE A PRODUCTION CHARGE IF MECHANICAL REQUIREMENTS ARE NOT MET.**

# E-BLAST PACKAGE

**Deadline for scheduling your E-blast Package is December 2, 2019  
This is offered at no charge.**

Call 662-842-4442 ext 234 or email: [debbie@tupelofurnituremarket.com](mailto:debbie@tupelofurnituremarket.com) to schedule.

The Package includes:

- Pre-show e-blasts promoting your company to MORE THAN 30,000 buyers – Include your exhibit location, contact data and a promotional message of your choice
- Pre-show posts to the TFM Facebook & Instagram announcing your show participation, your show promotion or an invitation to “drop by”
- Special Pre-show Directory Advertiser Listing on TFM’s website with hyperlink to your website or a website of your choice

Requirements:

- All images should be 300 dpi
- PNG or JPG format preferred but PDF, PNG, or EPS accepted
- Include your company logo separately, building and space number
- Provide verbiage and subject line

# MATERIAL SPECIFICATIONS

The TFM Buyer's Guide & Directory is printed on coated paper on offset sheet fed presses using metal plates made from digital files.

## Dimensions

The publications are based on an 5.5" x 8.5" format. Full bleeds are available, but we suggest that you allow a safety limit of .25" for text copy around the outside of pages, which will bleed. Non-bleed, full-page ads should be 4.5" x 7.5" in size.

## Digital File Specifications

We welcome submission of advertising material in electronic format. To make our schedule commitments, assure error-free output, and minimize additional charges, we need to receive complete and correct files. Any files supplied incomplete or in incorrect formats will cause delays and extra charges. If you have any questions about file formats or applications, please contact us prior to submitting your files.

## Applications

Files will be accepted in Adobe InDesign, Adobe Illustrator, Adobe Photoshop, or Adobe PDF only. All application files must be supplied with all graphic elements as well as all screen and printer fonts used in the file. Drawing programs such as Illustrator may be used for creating artwork, but should not be used for complete page layout. EPS files from these illustration programs should have the fonts converted to paths.

## Document Size

Document sizes in the page layout file should be created to the ad size being used. Bleed images on full page ads should extend .125" beyond the edge of the page within the application. No extraneous items should be on the pasteboard of the document.

## Linked Files

Included with your files should be all graphics, which have been placed into the page layout application. If you have nested graphics within an illustration file, these files need to be included as well.

## Fonts

To assure accurate output, we ask that you include a copy of the fonts used in your files. Whenever possible, avoid the use of TrueType fonts.

## Adobe

Type 1 fonts are preferred. You will need to be sure to include both the Printer font and Screen fonts with your document.

## Graphics

Graphic files to be used for professional offset printing need proper preparation. Files from Photoshop (grayscale or CMYK) should have a resolution of 300 dpi and be placed at 100% size within the layout program. These files may be saved as either .tif or .eps format, but LZW or jpeg compression must never be used with these formats. Line art from Photoshop should be 800-1200 dpi and saved in bitmap format as a .tif file. JPG, WMF, GIF, BMP or PICT files are not accepted for plate output. Images should also not be saved in RGB or Index Color mode. If files are saved in these formats, they will print in black only. All spot colors must be converted to their process equivalents.

## Density

Four-color scans should not exceed a total area coverage (scan density) of 280%. Any rich blacks should be created using 100% Black, 20% Cyan, 20% Magenta, and 7% Yellow (a total density of 147%). If you plan on any variation from SWOP printing standards, please contact us in advance.

## Media

Files can be accepted on any of the following media: CD or DVD Rom, USB "thumb" drives, or packaged and zipped files available for download from an ftp or other online source. Submission by email is possible if the total file size is less than 10 mb.

## Hard Copy Proofs

All digital materials, whether received on disk or via telecommunications, must be accompanied by an accurate laser proof 100% size. This should include a composite proof as well as a proof showing color breaks. A hard copy list of files contained on the disk should also be included. If for any reason you must submit a revised file, be sure to inform your TFM contact person of the revision. If no notice of revised files is received, we cannot be responsible for ad content. If the file is not accompanied by an industry standard color proof, and you do not specify that we produce one, color matching will be approximate on press.

### FULL PAGE AD

Bleed Size - 5.75" x 8.75"

Trim Size - 5.5" x 8.5"

Live Area - 5" x 8"

(all type and Logos should fit in live area)

### HALF PAGE BLEED AD

Bleed Size - 5.75" x 4.25"

Trim Size - 5.5" x 4.5"

Live Area - 5" x 3.75"

(all type and Logos should fit in live area)

**AD DIMENSIONS - THE ABOVE AD DIMENSIONS ARE AVAILABLE FOR THE BUYER'S GUIDE & DIRECTORY. FILES, THAT DO NOT ADHERE TO THESE DIMENSIONS, MAY INCUR ADDITIONAL CHARGES.**

# TUPELO ONLY SPECIALS

FREE TO YOU!

INCREDIBLE INCENTIVES!

**DEADLINE**  
**December 2, 2019**



## The Requirements:

- Offer product discount available only in Tupelo
- Must be a significant discount. More than normal.
- We require that the discount be placed on a new product or program being introduced at the Tupelo Furniture Market.
- Please supply **separate files** including logo should be in JPEG, PNG, or PDF.
- Please supply verbiage desired.
- File should at minimum 1366x768, but preferably larger.

All TOS files send to [tfm@tupelofurnituremarket.com](mailto:tfm@tupelofurnituremarket.com)  
with subject: TOS WINTER 2020 FILES.

## The Benefits to You:

- A slide show will be displayed on large screen monitors in all concession areas during the Tupelo Furniture Market. The slide show will consist of the images and specials you provide.
- The Tupelo Furniture Market (TFM) will include signage in your exhibit space.
- The TOS logo will appear by your listing in the Buyer's Directory.

To take advantage of this FREE service, you must e-mail your T.O.S. offer, any additional promotional copy, your company logo, and a high-resolution files of the product, if applicable, to [tfm@tupelofurnituremarket.com](mailto:tfm@tupelofurnituremarket.com) before December 2, 2019.