

# westedge

## DESIGN FAIR



**OCTOBER 18–21, 2018**

**THE BARKER HANGAR  
SANTA MONICA, CA**

### WESTEDGE DIRECTORY ADVERTISING

Grab the attention of 12,000+ attendees by advertising in the official on-site fair directory. The directory, complete with schedule of events, floor plan and resource listing of all participating brands, will be distributed upon guest check-in and serves as the roadmap for navigating the event.

### SPECIAL DISCOUNT FOR EARLY DECISIONS

20% discount available to show participants prior to August 31 or within 7 days of commitment to exhibit space.

### ADVERTISING RATES

Spread	\$2,995	<b>20% Early Discount</b>	\$2,396
Full Page	\$1,895		\$1,516
1/2 Page	\$1,195		\$956
1/4 Page	\$595		\$476

### PREMIUM POSITIONS

Back Cover	\$9,500	<b>20% Early Discount</b>	\$7,600
Inside Front Cover Spread	\$7,100		\$5,680
Inside Front Cover	\$5,600		\$4,480
Inside Back Cover Spread	\$6,200		\$4,960
Inside Back Cover	\$4,700		\$3,760
Opposite Table of Contents	\$2,800		\$2,240

### LIFESTYLE COMPANIES AND NON-PARTICIPATING INDUSTRY BRANDS

Full-Page Ads are available for \$2,395

### MECHANICAL REQUIREMENTS

Spread	13 x 9.625
Full Page	6.5 x 9.625
1/2 Page Vertical	3 x 9.375
1/2 Page Horizontal	6.25 x 4.5625
1/4 Page	3 x 4.5625

Trim size is 6.5 x 9.625 for a full bleed add a 1/8" of bleed all around. Live matter must be 1/4" within page trim dimension.

All digital files should be CMYK, 300 DPI either a TIFF or EPS file. PDF's accepted but need to be high resolution and should be accompanied with a color proof. Fonts need to be supplied, unless you have "created outlines". Files should not be locked or embedded.

**EARLY BIRD: August 31 2018**

**AD CLOSING: September 14, 2018**

**MATERIALS DEADLINE: September 24, 2018**

To reserve space, contact Shana Wong at 323.798.5501 or [shanawong@me.com](mailto:shanawong@me.com)

WESTEDGEDESIGNFAIR.COM