

Reach over 60,000 New Englanders!

Advertise in the Show Program for the 2017 Boston Flower & Garden Show



Show visitors receive this handy, full-color 5.5" x 8.5" booklet and use it to plan which lectures, demonstrations, vendors and gardens to visit.



The Audience:

- 78% Own Their Own Home
- 35% Household Income \$100K+
- 73% Female
- 65% Ages 35 to 64
- 65% Dine Out while Visiting Boston for the Show
- 33% Shop or Visit a Museum while Visiting Boston for the Show



90% of attendees pick up a show program and 42% say they hold onto it to use as a resource after the show!



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Reserve your space today...
Full page ads are \$800; half-page ads are \$500!

A much-loved tradition continues as the five-day long Boston Flower & Garden Show celebrates the early spring garden in a show themed **Superheroes of the Garden, March 22-26, 2017**. The Official Show Program is the ideal place to market your company because it not only provides a list of exhibitors and programming, but serves as a notebook and planner for attendees to use in the months ahead. Our audience consists of garden-savvy, outdoorsy, adventurous, tourism-oriented homeowners and others who like to know about the latest products, destinations and events. Most of our guests visit in groups, with friends and or with family and plan to visit other attractions, shop in local stores or go out to eat after the show.

Just fill out and return the enclosed insertion order form or call Megan Berridge for more information.
Deadline to reserve ad space is Monday, February 8, 2017.

2017 Boston Flower & Garden Show
Superheroes of the Garden
March 22-26, 2017
Seaport World Trade Center, Boston
www.BostonFlowerShow.com
A PARAGON GROUP EVENT



SHOW PROGRAM INSERTION ORDER

MARCH 22-26, 2017, Seaport World Trade Center, Boston

Rates		Mechanical Requirements		Insertion Information	
2-Pg Spread 4/C	\$1500	2-Pg spread bleed	11 1/4" x 8 3/4"	Closing Date:	FEB 8, 2017
		2-Pg spread non-bleed	10 1/4" x 7 3/4"	Material Deadline:	FEB 13, 2017
Cover 4/C	\$1200	Full Page bleed	5 3/4" x 8 3/4"	Ad Size: _____ Rate: _____ Agency Discount: _____ Total Charge: _____	
Full Page 4/C	\$800	Full Page non-bleed	4 5/8" x 7 3/4"		
Half Page 4/C	\$500	Half Page horizontal	4 5/8" x 3 3/4"		
Business Card	\$300	Business Card	3 1/2" x 2"		
		Page bleeds	1/8" on all 4 sides		
		Live material	3/8" from trim		
		Trim size	5 1/2" x 8 1/2"		

Preferred files are press-ready PDFs. PDF/X-1a Guidelines:

(Native files — Quark, InDesign, Illustrator — are also accepted, as long as all support files are included — fonts and linked images)

- Use correct page size, 5 1/2" x 8 1/2"
- All images are linked and updated
- Cropmarks with 1/8" bleed
- Images are either grayscale or CMYK
- Text/logos should have at least .25" clearance from trim
- Photo effective resolution is 300 dpi (plus or minus 20%)
- All fonts are active (pay attention to fonts used in EPS files)
- Line art effective resolution is between 1200 and 2400 dpi
- Both screen and printer fonts are available
- Scans and illustrations are either TIFF or EPS
- Fonts are not menu styled
- Created color is CMYK (not "spot color" checked)

INFORMATION BELOW MUST BE FILLED OUT COMPLETELY AND RETURNED TO PARAGON GROUP BY MAIL OR FAX

Advertiser	Contact	
Address		
City, State, Zip		
Email	Phone #	Fax #
Agency	Contact	
Address		
City, State, Zip		
Email	Phone #	Fax #
Bill to: () Advertiser () Agency () Other (specify)		

Title _____
Signature _____
Date _____

Please send order form and ad to Megan Berridge

Fax: 781-453-0407 or e-mail: mberridge@paragonexpo.com

Questions? Call Megan at 781-343-1562

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