



SHOW PROGRAM INSERTION ORDER MARCH 11-15, 2020, Seaport World Trade Center, Boston

Rates		Mechanical Requirements		Insertion Information	
2-Pg Spread 4/C	\$1600	2-Pg spread bleed	11 1/4" x 8 3/4"	Closing Date:	FEB 4, 2020
		2-Pg spread non-bleed	10 1/4" x 7 3/4"	Material Deadline:	FEB 11, 2020
Cover 4/C	\$1250	Full Page bleed	5 3/4" x 8 3/4"	Ad Size: _____ Rate: _____ Agency Discount: _____ Total Charge: _____	
Full Page 4/C	\$950	Full Page non-bleed	4 5/8" x 7 3/4"		
Half Page 4/C	\$650	Half Page horizontal	4 5/8" x 3 3/4"		
Business Card	\$400	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"
- Cropmarks with 1/8" bleed
- Text/logos should have at least .25" clearance from trim
- All fonts are active (pay attention to fonts used in EPS files)
- Both screen and printer fonts are available
- Fonts are not menu styled
- All images are linked and updated
- Images are either grayscale or CMYK
- Photo effective resolution is 300 dpi (plus or minus 20%)
- Line art effective resolution is between 1200 and 2400 dpi
- Scans and illustrations are either TIFF or EPS
- 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

Paragon Group, Inc., 197 First Avenue, Ste. 150, Needham, MA 02494 www.BostonFlowerShow.com