

DESERT WOMAN'S SHOW A Marlo Productions Event

Saturday, February 22, 2020

SHOW GUIDE RATE CARD

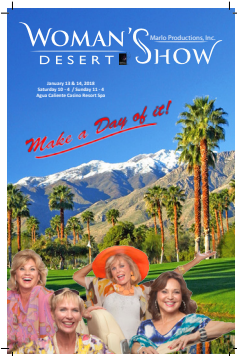
CAMERA READY ARTWORK IS DUE BY DEC 15TH

Show Guide

2500 SHOW GUIDES go into production the first of the year.

VIP guests will receive their Show Guide at our charity kickoff and the remainder are distributed to local concierge desks and at the Desert Woman's Show entrance on Saturday, February 22, 2020.

Attendees use our guide to plan their day. This year at our NEW location - JW Marriott Desert Springs Village, we are featuring Pavilion Marketplace, Fashion Shows, Keynote Speakers, Chef Demonstrations plus the ever popular tasting area ~ Greater Palm Springs Food & Wine on the Grove with live entertainment.



Ad Size	Width	Depth	Price
Half page (limited)	5.50" W	4.25" H	\$ 300
Full page	5.50" W	8.50" H	\$ 600
Double Center Spread	11.00" W	8.50" H	\$1,600
Front Inside Cover	5.50" W	8.50" H	\$ 800
Back Inside Cover	5.50" W	8.50" H	\$ 800
Back Outside Cover	5.50" W	8.50" H	\$1,200

Digital Submission:

Material Specifications: Advertising must be submitted in digital format. All images and elements must be placed at 100% in CMYK to SWOP standards with a minimum resolution of 300 dpi. (PSD, TIF or JPEG). 1/8" bleed on all ad sizes

Media: DVD or CD-ROM (ISO 9660 format). Media will be returned within 2 weeks of publishing.

Data Formats: PDFx1A files only.

FTP uploads: Supplied upon request

Proofs: Supplied ads are accepted with the understanding that the advertiser has provided a properly calibrated approved proof and will be forwarded to the press as a guide. If no proof is supplied, a color printout will be provided to the press; but due to variations in monitors and proof printers, the color printed may not be an identical match.