



Glass Craft & Bead Expo 2012 Advertising Opportunity!!!!

**Advertisement reservations must be received by Monday, August 1st
Print ad artwork must be received by Monday, August 29th
Web ad placement based on first-come, first-serve**

Advertise your company, products, and services in the **Glass Craft & Bead Expo 2012 Program & Class Schedule Catalogue**. This 120+-page, high-quality, full-color book, promotes classes, exhibitors and events within the glass craft and bead industry, as-well-as the premiere Glass Craft & Bead Expo 2012 event (registration materials and a schedule of events).

Direct Mail Circulation: 6,000 Glass & Bead Art Enthusiasts

(Exhibitors, artists, instructors, & attendees including craftsman, hobbyists, & other consumers)

Double your exposure! We are offering three advertising options; (i) full-color print advertisements within the 2012 Glass Craft & Bead Expo book, (ii) website and e-mail advertisements and (iii) joint packages (both web and book ads) with special discounts. The Glass Craft & Bead Expo 2012 book is scheduled to be completed and ready for distribution by late October, 2011. The Glass Craft & Bead Expo website for class and hotel registration will be launched simultaneously with distribution of the books.

Advertising online (with link to your business) at glasscraftexpo.com is the best way to reach your target markets. Prior to and during registrations, the website will feature highlights from the previous show. E-mail patty@lvmanagement.com to inquire about our joint print and web advertising packages.

Print ad artwork specifications: Print-ready, color or black & white (book is full-color so your ads may be black & white or full-color; there is no cost difference), no bleeds or insets. PDF or TIFF formats only.

Submit Artwork by Mail: If you are mailing artwork, please submit CD-ROM (no ZIP discs!). Remember to include a printed copy of your advertisement for proofing purposes. Also provide a return phone number if we have any questions.

Submit Artwork by E-mail: Compress in either StuffIt (Mac) or ZIP/RAR (PC) and e-mail to patty@lvmanagement.com. We have a size limit of 20 MB for all e-mail attachments. If your advertisement is larger, you can mail the file, host on your own website and provide us a link to download from, or we can provide a FTP for you to load onto our server.

