

OFFICIAL SHOW GUIDE

> IT'S A KEEPER <



AUDIENCE AND DISTRIBUTION

Available to attendees at central locations on site.

CONTENT

This event guide provides comprehensive exhibitor listings, floor plans, seminars and event information, and companies listed by product categories.

ADVERTISING RATES*

STANDARD OPTIONS

- Full Page > \$2,385
- 2/3 Page > \$2,290
- 1/2 Page > \$1,920
- 1/3 Page > \$1,690
- 1/4 Page > \$1,485

> DEADLINES

MATERIALS DUE: MAY 21

*Rates are net. No agency discounts apply.

MAKE A SPLASH WITH PREMIUM PLACEMENTS

FOLDOUT MAP PREMIUM \$5,300

- > Full-page color ad adjacent to floor map page.
- > Banner ad on floor map page.
- > Your booth highlighted on map page.
- > Large product category ad.

ASK THE EXPERT ADVERTORIALS \$3,600

A Q&A positioning you as a subject matter expert on your category

- > Exclusive! No one but you can cover your specific category (e.g., you'll be the only lures expert).
- > A full-page Q&A — we'll provide the questions.
- > Layout will include a photo of you and your booth or product.

Back Cover \$3,815

Inside Front Cover \$3,340

Inside Back Cover \$3,175

FRENCH GATE COVER \$7,780

Two-page foldout on the front cover.

FIRST RIGHT-HAND PAGE/PAGE 3 \$3,100

Be one of the first pages of the guide.

TABBED DIVIDER \$3,100 per side

Tab pages allow buyers to quickly identify and reference key information within the directory:

- > Display ad on heavy card stock.
- > Advertiser chooses the front or back of a specific tab.



OWN THE CATEGORY \$3,285

- > Get the first full-page ad following your product category.*
- > Get the first large ad under your product category header.**

*Full-page ads will be the closest available FP to the beginning of your category — that could be across from your category, or a page in front or behind.

**Product category ads go under main category headers, not sub-categories. Ads include typesetting and one proof. Publisher reserves the right to edit descriptions for space and content.



For more information contact Manager, New Business Development— Caley Gillett cgillett@asafishing.org

*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.