

Fine Furnishings & Fine Craft Shows

Milwaukee ★ Providence
September 27-28 2008 October 24-26

ADVERTISING OPPORTUNITIES

SHOW ATTENDEE DEMOGRAPHICS

- Average age 55 • 60% female / 40% male • Average household income over \$120,000
- 80% public - College educated with substantial incomes and net worth who collect art and enjoy furnishing and decorating their homes. They are proven buyers of custom handcrafted furniture, accessories, fine craft and fine art.
- 20% trade - Interior decorators & designers, architects, and wholesale buyers for retail stores & catalogs.

SHOW DIRECTORY ADVERTISING ★

	Size	Milwaukee Rate	Check Here	Providence Rate	Check Here
Back Cover	6.5" x 6.5"	\$1500	<input type="checkbox"/>	\$1750	<input type="checkbox"/>
Inside Front Cover	6.5" x 6.5"	\$1200	<input type="checkbox"/>	\$1250	<input type="checkbox"/>
Inside Back Cover	6.5" x 6.5"	\$1200	<input type="checkbox"/>	\$1250	<input type="checkbox"/>
Full Page	6.5" x 6.5"	\$900	<input type="checkbox"/>	\$1000	<input type="checkbox"/>
Half Page	6.5" x 3.125"	\$650	<input type="checkbox"/>	\$750	<input type="checkbox"/>
Quarter Page	3.125" x 3.125"	\$400	<input type="checkbox"/>	\$500	<input type="checkbox"/>
Business Card	1.5" x 3.125"	\$200	<input type="checkbox"/>	\$250	<input type="checkbox"/>

A 10% DISCOUNT FOR ADVERTISING IN BOTH DIRECTORIES

PRODUCTION SPECIFICATIONS:

- Submit ad layout in either EPS or TIFF format with **fonts converted to outlines**.
- Resolution requirements: Line art at least 800 dpi, photographs at least 350 dpi.
- Mail CD to Annie Celander, 1711 Palace Avenue, St. Paul, MN 55105
OR email files to annie@finefurnishingsshow.com with "FFPS Directory Ad" in subject line.
- Questions? Call Annie Celander at 651-788-7110

WEBSITE ADVERTISING ★

TILES/BANNERS/LINKS

3 Months - \$105	<input type="checkbox"/>
6 Months - \$180	<input type="checkbox"/>
Full Year - \$300	<input type="checkbox"/>

Please circle desired months

2008	2009
January	January
February	February
March	March
April	April
May	May
June	June
July	July
August	August
September	September
October	October
November	November
December	December

SHOW DIRECTORY DEADLINES: Milwaukee, WI - July 1, 2008 • Providence, RI - August 1, 2008

ORDER FORM:

Company name: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone Number: _____ Email: _____
 Ad Size _____ Cost: \$ _____ Payment by Mastercard, Visa, or check (circle)
 Credit Card # _____ Exp: _____ CVV Code: _____
 Cardholder Name: _____ Signature: _____

*note the charge on your cc statement will say "KL Communications"

_____ Enclosed is a check payable to: KL Communications