



72nd Annual Great Lakes Logging & Heavy Equipment Expo

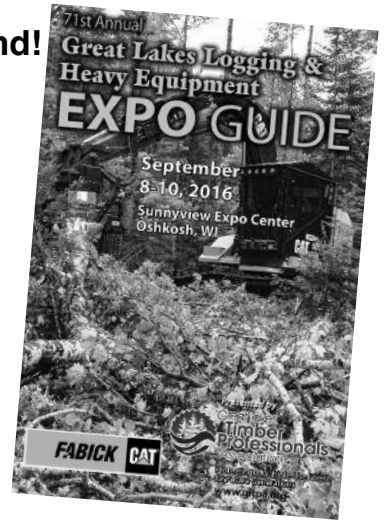
# OFFICIAL EXPO GUIDE ADVERTISING OPPORTUNITY

Reaching More Customers With Powerful Advertising

Purchase your ad in the Official Expo Guide today!

Expo Guides will be emailed to potential attendees prior to the event, as well as handed out to 5,000+ attendees at the event.

This is your chance to let customers know you'll be at the event so they can plan to attend!



FULL COLOR ADS			Quantity	TOTAL
Full Page	(4 1/2" w x 7 1/2" h)	\$650	_____	= _____
Half Page	(4 1/2" w x 3 3/4" h)	\$385	_____	= _____
1/3 Page	(4 1/2" w x 2 3/8" h)	\$300	_____	= _____
1/4 Page	(4 1/2" w x 1 3/4" h)	\$280	_____	= _____
BLACK AND WHITE ADS			Quantity	TOTAL
Full Page	(4 1/2" w x 7 1/2" h)	\$430	_____	= _____
Half Page	(4 1/2" w x 3 3/4" h)	\$260	_____	= _____
1/3 Page	(4 1/2" w x 2 3/8" h)	\$190	_____	= _____
1/4 Page	(4 1/2" w x 1 3/4" h)	\$170	_____	= _____

- Yes, run my ad from 2016 Expo Program with NO changes.  
 Yes, run my ad from 2016 Expo Program with changes indicated here. \_\_\_\_\_

Yes, I want an ad (size indicated above). I will email a PDF to gltpaadvertising@gltpa.org before July 21, 2017.

**CREDIT CARD INFORMATION**

(Please call the GLTPA office at 715-282-5828 or fax credit card information 715-282-4941.)  Mastercard  Visa

Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Amount \$ \_\_\_\_\_ Authorized by: \_\_\_\_\_

Yes, I want to be invoiced to:

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**PRINTING REQUIREMENTS**

- 300 dpi PDF, .jpg or .tif format.
- Black must be created as black and not 4-color black or registration black.
- Full page ads with bleeds – specification size should be 5.75" w x 8.75" h.

**PRICING AND INVOICING**

- Prices are for ads submitted in a digital format.
- Submitted ads that are not in a digital format will incur an additional design charge.
- Ad design and production available through our printer and charged at printer's rates. Please call for info.
- Invoicing and tear sheets to occur in September 2017.

**AD MATERIAL DEADLINE**

Send Ad Material by July 21, 2017 to:  
 E-mail: gltpaadvertising@gltpa.org  
 Fax: 715-282-4941  
 Mail: GLTPA  
 PO Box 1278  
 Rhinelander, WI 54501  
 Questions? Call 715-282-5828