

INCREASE YOUR EXPOSURE BY ADVERTISING IN OUR EVENT PROGRAMS!

Reserve your space in our program which will be circulated at all of the expos as well as included in *Lovin' Life After 50's* January 2012 edition. You will not only guide event attendees to your booth, but your advertisement will be exposed to *Lovin' Life After 50* readers.

Tucson

Monday, January 9
Doubletree Hotel

Mesa

Wednesday,
January 18
Mesa Convention
Center

Sun City

Tuesday, January 24
Sundial Recreation
Center



Arizona's longest-running expos for the after-50 market.

PROGRAM ADVERTISING PRICING

Full Page	\$900	10" x 11"
Half Page	\$575	10" x 5.4"
Quarter Page	\$300	4.9" x 5.4"
Eighth Page	\$150	4.9" x 2.6"

Pricing is listed as per show. The circulation for each show program is 25,000 copies. All ads will be printed in 4-color, and is included in the pricing.

Camera Ready ad deadline: Friday, December 9, 2011

Preferred format: PDF type X-1a. Our staff will gladly assist you in setting up your PDF files to this format. We can also accept raster (EPS) files with fonts embedded and outlined, JPEG and TIFF files with a minimum of 300 dpi resolution.

Supported Applications: Adobe Indesign, Adobe Photoshop, Adobe Illustrator. Submitting artwork in these formats requires that all fonts be submitted with

art or for all live fonts to be converted to outlines. All imagery (photos or logos) must be embedded in the art file. We cannot, under any circumstances, open files created in Microsoft Publisher or Power Point.

Ad Design: We can help you design your ad at no additional cost. Let one of our qualified designers help you create an effective ad that gets your message to readers. Ask your representative for details.

Reserve and pay for your booth by August 15, 2011 and receive a 20% discount off any program ad.

Lovin' Life Expo

3200 N. Hayden Road • Suite 210 • Scottsdale, AZ 85251

If you have production questions, please call our Graphics Department: (480) 348-0343 Option 4

www.lovinlife.com/expo