

# Advertising Packet



## FEBRUARY 16-19, 2012

Please review the following information or call 662-842-4442.  
You may also email [advertising@tupelofurnituremarket.com](mailto:advertising@tupelofurnituremarket.com).

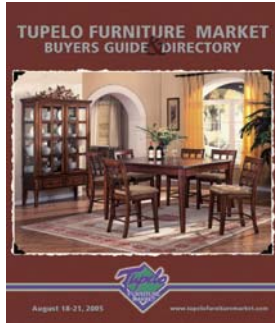
*Tupelo Furniture Market*

*Tupelo Complex ♦ 1879 North Coley Road ♦ Tupelo, MS 38801 ♦  
Phone 662-842-4442 ♦ Fax 662-844-3665*

**[www.tupelofurnituremarket.com](http://www.tupelofurnituremarket.com)**

# ADVERTISING RATES

Preview Magazine ♦ Buyer's Guide & Directory ♦ Pocket Guide



## Preview Magazine Rates - Deadline to advertise is **DECEMBER 15, 2012**

	<b>Black &amp; White</b>	<b>4-Color</b>
Front Cover	N/A	\$2,500
Inside Front Cover	N/A	\$1,700
Inside Back Cover	N/A	\$1,700
Back Cover (Half Page)	N/A	\$1,500
Center Spread	N/A	\$3,000
Premium Pages	\$1,600	\$1,600
Two Page Spread	\$1,200	\$2,800
Full Page	\$650	\$1,500
Half Page	\$425	\$1,000
Fourth Page	\$300	\$700
Hot New Introduction	\$75	\$75

Additional (1) Color Added to Black & White is \$180 per color.

## Buyer's Guide & Directory Rates - Deadline to advertise is **JANUARY 8, 2012**

	<b>Black &amp; White</b>	<b>4-Color</b>
Front Cover	N/A	\$2,500
Inside Front Cover	N/A	\$1,700
Inside Back Cover	N/A	\$1,700
Back Cover	N/A	\$2,200
Premium Pages	\$1,600	\$1,600
Two Page Spread	\$1,200	\$2,800
Tab Page (4-color only)	\$1,700	\$1,700
Full Page	\$650	\$1,500
Half Page	\$425	\$1,000
Fourth Page	\$300	\$700

Additional (1) Color Added to Black & White is \$180.00 per color.

## Pocket Guide - Deadline to advertise is **FEBRUARY 6, 2012**

Front Cover	4-color	\$1,500
Inside Front Cover	4-color	\$1,500
Inside Back Cover	4-color	\$1,500
Back Cover	4-color	\$1,500
Center Spread	Black & White	\$1,500
Full Page	Black & White	\$600
Half Page	Black & White	\$350
Additional Premium Pages	(T.B.D.)	

**PLEASE NOTE THERE WILL BE A PRODUCTION CHARGE IF MECHANICAL REQUIREMENTS ARE NOT MET!**

1879 North Coley Rd. ♦ Tupelo ♦ MS ♦ 38801 Phone 662.842.4442 ♦ Fax 662.844.3665

Email: [advertising@tupelofurnituremarket.com](mailto:advertising@tupelofurnituremarket.com)



# HOT NEW INTRODUCTIONS FOR PREVIEW!

Don't Miss Your Chance to **Advertise** in the **PREVIEW MAGAZINE!!**

\*\* Distribution to over 30,000 retailers around the country \*\*

To receive a picture and up to a twenty-word description in the Tupelo Furniture Market's **PREVIEW Magazine**, complete the form below and return before **January 9, 2012**

**There will be a \$75.00 charge for each picture submitted.**

Please include a transparency or email your product, along with a written description in less than 20 words. Both items must be received together and clearly documented.

\* The Tupelo Furniture Market reserves the right to deny any photo that is of insufficient reproduction quality.

\*\* A \$20 production fee will be assessed if correspondence does not comply with the above.

**DEADLINE FOR HOT NEW INTRODUCTION IS January , , 2012**

Company Name: \_\_\_\_\_ Space Number \_\_\_\_\_

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

Address: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

\_\_\_\_\_ Please include my company in the "Hot New Introduction" section of the **PREVIEW Magazine**. I will send a picture, along with a description of 20 words or less before **January 9, 2012** for the charge of \$75.00.

\_\_\_\_\_ Please do not include us at this time.

Return information to:

1879 North Coley Rd. ♦ Tupelo ♦ MS ♦ 38801 Phone 662.842.4442 ♦ Fax 662.844.3665

Email: [advertising@tupelofurnituremarket.com](mailto:advertising@tupelofurnituremarket.com)



**ADVERTISING AGREEMENT ♦ TFM Market- FEBRUARY 16-19, 2012**

Please complete all information below

Print Company Name: \_\_\_\_\_

Print Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

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



**Please check the appropriate box for advertising (this does not include Hot Intros):**

Preview Magazine     Buyer's Guide & Directory     Pocket Guide

Select the appropriate line to indicate size. *Prices are based on 1x run.*

	1x Black & White Rate	1x Color Rate
Front Cover Preview	N/A	_____ \$2,500
Front Cover Buyer's Guide & Directory	N/A	_____ \$2,500
Tab Page (Buyer's Guide & Directory Only)	N/A	_____ \$1,700
Inside Front Cover	N/A	_____ \$1,700
Inside Back Cover	N/A	_____ \$1,700
Back Cover Preview Magazine (Half Page)	N/A	_____ \$1,500
Back Cover Buyer's Guide & Directory	N/A	_____ \$2,200
Center Spread (Preview Magazine only)	_____ \$3,000	_____ \$3,000
Premium Pages	_____ \$1,600	_____ \$1,600
Two Page Spread	_____ \$1,200	_____ \$2,800
Full Page	_____ \$ 650	_____ \$1,500
Half Page	_____ \$ 425	_____ \$1,000
Fourth Page	_____ \$ 300	_____ \$ 700
Additional Color (Added to Black & White)	_____ \$180 per color	

**Pocket Guide**

Front Cover	_____ \$1,500
Inside front cover (4-color)	_____ \$1,500
Inside back cover (4-color)	_____ \$1,500
Back cover (4-color)	_____ \$1,500
Center Spread (Black & White Only)	_____ \$1,500
Full Page (Black & White Only)	_____ \$ 600
Half Page (Black & White Only)	_____ \$ 350

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Total Amount Due (production charges are not included): \$ \_\_\_\_\_

**PLEASE NOTE THERE WILL BE A PRODUCTION CHARGE IF MECHANICAL REQUIREMENTS ARE NOT MET!**

**Return Information by DECEMBER 15, 2012**

Tupelo Furniture Market ♦ 1879 North Coley Road ♦ Tupelo, MS 38801  
Phone 662-842-4442 ♦ Fax 662-844-3665 ♦ Email [advertising@tupelofurnituremarket.com](mailto:advertising@tupelofurnituremarket.com)



## Directory Listing Form & Temporary Booth Signage Form

***This information will be printed in the Buyer's Guide & Directory for the  
SPRING Market, February 16-19, 2012***

In an effort to make the Tupelo Furniture Market Buyer's Guide and Directory as current possible, we ask you to fill out the following information and return it promptly. If your company requires more than one listing, please list on separate form (there is no additional charge for second listings). *DEADLINE for the Directory Listing is January 10, 2012*

(Please print clearly)

Space Number: \_\_\_\_\_

Please check if there are ***No*** changes in your  Directory Listing  Temporary Signage.

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

Address 1 (mailing address): \_\_\_\_\_

Address 2 (physical address): \_\_\_\_\_

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

Phone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_ Toll Free: \_\_\_\_\_

1st Contact: \_\_\_\_\_ 2nd Contact: \_\_\_\_\_

Web Site: \_\_\_\_\_

**E-MAIL:** \_\_\_\_\_

Product Description: \_\_\_\_\_

\_\_\_\_\_

*If show space was contracted with Tupelo Furniture Market under a different company name, please list name of company shown on the Trade Show Contract : \_\_\_\_\_.*

### TEMPORARY SIGNAGE

Please specify if different from above.

Name of the Company: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Return directory listing before ***JANUARY 10, 2012***

Tupelo Furniture Market ♦ 1879 North Coley Road ♦ Tupelo, MS 38801

Phone 662-842-4442 ♦ Fax 662-844-3665 ♦ Email [advertising@tupelofurnituremarket.com](mailto:advertising@tupelofurnituremarket.com)



## Material Specifications

The TFM Buyer's Guide & Directory and Preview are printed on offset sheet fed presses using metal plates made from digital files and negatives. The Directory is perfect bound, and the Preview is saddle stitched.

### Dimensions

Both publications are based on an 8.5" x 11" format. Full bleeds are available, but we suggest that you allow a safety limit of .25" for text copy around the outside of pages, which will bleed. Non-bleed ads should be 7.5" x 10" in size.

### Digital File Specifications

We welcome submission of advertising material in electronic format. To make our schedule commitments, assure error-free output, and minimize additional charges, we need to receive complete and correct files. Any files supplied incomplete or in incorrect formats will cause delays and extra charges. If you have any questions about file formats or applications, please contact us prior to submitting your files.

### Applications

Both publications are produced on a Macintosh platform. Files will be accepted in Quark Xpress, Adobe PageMaker, Adobe Illustrator, Adobe Photoshop, or Macromedia Freehand only. All application files must be supplied with all graphic elements as well as all screen and printer fonts used in the file. Drawing programs such as Illustrator, Freehand and Corel may be used for creating artwork, but should not be used for complete page layout. EPS files from these illustration programs should have the fonts converted to paths. Files created in Corel Draw should have all fonts converted to paths and be exported to Adobe Illustrator format.

### Document Size

Document sizes in the page layout file should be created to the ad size being used. Bleed images on full page ads should extend .125" beyond the edge of the page within the application. No extraneous items should be on the pasteboard of the document.

### Linked Files

Included with your files should be all graphics, which have been placed into the page layout application. If you have nested graphics within an illustration file, these files need to be included as well. If using PageMaker, DO NOT embed the image within the file. When placing a graphic in PageMaker, when an alert box comes up asking if you wish to embed the graphic, answer no to this alert.

### Fonts

To assure accurate output, we ask that you include a copy of the fonts used in your files. Whenever possible, avoid the use of TrueType fonts. Adobe Type 1 fonts are preferred. You will need to be sure to include both the Printer font and Screen fonts with your document.

### Graphics

Graphic files to be used for film output need proper preparation. Files from Photoshop (grayscale or CMYK) should have a resolution of 300 dpi and be placed at 100% size within the layout program. These files may be saved as either .tif or .eps format, but LZW or jpeg compression must never be used with these formats. Line art from Photoshop should be 800-1200 dpi and saved in bitmap format as a .tif file. JPG, WMF, GIF, BMP or PICT files are not accepted for film output. Images should also not be saved in RGB or Index Color mode. If files are saved in these formats, they will print in black only.

### Density

Four-color scans should not exceed a total area coverage (scan density) of 280%. Any rich blacks should be created using 100% Black, 40% Cyan, 20% Yellow, and 20% Magenta (a total density of 180%). If you plan on any variation from SWOP printing standards, please contact us in advance.

### Media

Files can be accepted on any of the following media: Iomega 100MB Zip, 1 or 2 GB Jaz, CD ROM, DVD, High Density Double Sided Floppy, or Imation Super Disk

### Hard Copy Proofs

All digital materials, whether received on disk or via telecommunications, must be accompanied by an accurate laser proof 100% size. This should include a composite proof as well as a proof showing color breaks. A hard copy list of files contained on the disk should also be included. If for any reason you must submit a revised file, be sure to inform your TFM contact person of the revision. If no notice of revised files is received, we cannot be responsible for ad content. If the file is not accompanied by an industry standard color proof, and you do not specify that we produce one, color matching will be approximate on press.



Full Page  
8.5" x 11"  
Bleed  
Available



Half Page  
8.5"x5"  
No  
Bleed



Quarter Page  
3.75"x5"  
No  
Bleed

**Ad Dimensions – the above ad dimensions are available for both the Preview Magazine & Directory. Files, which do not adhere to these dimensions, will incur additional charges.**

*FREE TO YOU!*

**TUPELO-  
ONLY  
SPECIALS**

*INCREDIBLE  
INCENTIVES!*



Increase Order-  
Writing

**DEADLINE**  
JANUARY 16, 2012

# T.O.S. REQUIREMENTS

## The Requirements:

- Select product discount available only in Tupelo
- Must be a significant discount, more than normal.
- We encourage that the discount be placed on a new product introduced at each Tupelo Furniture Market.
- Many dealers have told us that they would prefer this rather than just another close-out promotion.

## The Benefits To You:

- The Tupelo Furniture Market (TFM) will include signage in your exhibit space.
- TFM will also have a list of all that are participating in this promotion mailed to over 15,000 furniture retailers.
- A symbol of a dollar sign will appear by your listing in the Buyer's Guide & Directory.