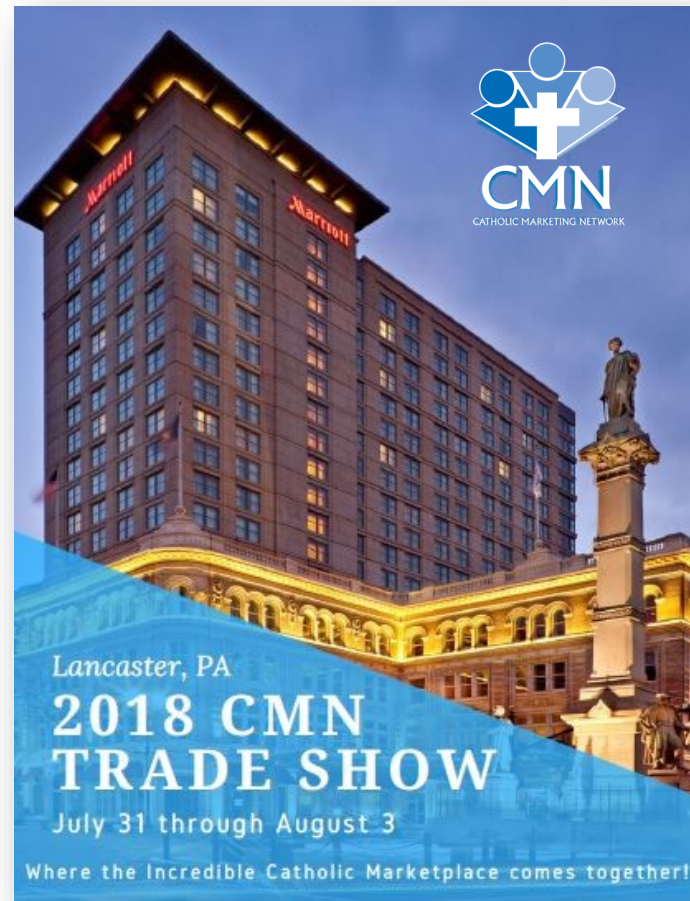


Catholic Marketing Network 2018 Trade Show Media Kit



CMN 2018 Trade Show Media Kit

Trade Show Bag Inserts

1000 copies or samples—One copy must be provided for approval

Needs to be received by July 20, 2018 to Reber Freil Drayage Warehouse

Will be placed in central location at CMN Trade Show registration for attendees to put in their bag

Cost: \$150 per insert

Welcome Reception Meet and Greet

Author book signing—Requires at least 150 books to be given away

Books need to be vetted by the Catholic Writers Guild or have an Imprimatur

Artist should have 150 sample giveaways, raffle, special promotional pieces to sign

Individual table for each author or artist—Due by June 30, 2018

Cost: \$300 per author or artist

Show Specials

Cost: FREE listing printed in the Trade Show Program

Show special needs to be received by CMN by June 15th for inclusion in program

Limit of 150 characters including spaces

Longer specials will not be included in the program

Booth Happenings

Cost: FREE listing printed in the Trade Show Program

Are you giving away coffee? Having a book signing? Doing a raffle in your booth?

Submit your Happenings to CMN by June 15th to be included in the program

2018 CMN Trade Show Advertising and Event Opportunities

Show Sponsorship Opportunities

- ◇ **Directional Signage** – Special signs directing participants where to go for special events during the show like Mass, breakfast, dinner, adoration, welcome reception, and other breakout sessions. **Cost:** \$200/advertiser
- ◇ **Exhibitor/Retailer Lounge Sponsor**—Named sponsor who supports a quiet and well-stocked resting room for show exhibitors and retailer attendees. **Cost:** \$2500
- ◇ **Floorplan Sponsor**—Display your logo on the web-based interactive floorplan. We will have large banner maps around the conference center with your logo printed on them too! **Cost:** \$200/advertiser
- ◇ **Fresh Flower Arrangement Sponsor**—Purchase flowers to beautify Mass and the adoration chapel. **Cost:** \$250/each
- ◇ **Lanyard Sponsors** – Have your logo clearly displayed on show badge holders. **Cost:** \$1250
- ◇ **Show Bags**—Have your company/ministry displayed on show bags. **Cost:** 2 at \$1000/Sponsor
- ◇ **Snack Sponsor**—Help the CMN provide power bars, fruit, water and other snacks to the trade show attendees. **Cost:** \$800
- ◇ **Evening Sponsor**—Named sponsor for tribute to occur Thursday evening to honor Fr. Andrew Apostoli. Will receive podium recognition. **Cost:** 3 at \$1000/Sponsor

** ALL sponsors will receive recognition in the Trade Show Program and on on-site signage. **

2018 CMN Trade Show Sponsorship Opportunities

Trade Show Program

Ad Artwork Due June 15, 2018

Distributed at 2018 CMN Trade Show August 1, 2018

Mailed Week of September 15, 2018

Circulation

Mailed to over 3,200 Retail & Catholic Influencers
(Media, Ministries, Distributors, Publishers, Suppliers, Personalities)

Digitized Catalog Link and On-Line Posting

E-blast to over 6,000 email addresses

Cross-Posting on CMN Social Media Sites

Special Tribute for Fr. Andrew Apostoli

**We will be honoring the passing of our beloved CMN Spiritual Director,
Father Andrew Apostoli, C.F.R. at the Trade Show this summer.**

**In addition, you have the opportunity to publish either a full page of half page
personalized tribute message for him in our Trade Show program.**

2018 CMN Trade Show Program Dates, Circulation, Special Tribute

Trade Show Program Advertisement Rates

Advertisement Type And Location	Supplier Member	Associate Member	Non-Member
Back Cover	\$1,500.00	\$1,750.00	\$2,000.00
Inside Front Cover	\$1,250.00	\$1,400.00	\$1,750.00
Inside Back Cover	\$1,250.00	\$1,400.00	\$1,750.00
Centerfold Spread (2-pages)	\$2,500.00	\$2,850.00	\$3,250.00
Full Page	\$900.00	\$1,100.00	\$1,200.00
1/2 Page (Horizontal only)	\$550.00	\$625.00	\$700.00
Single New Product Ad	\$250.00	\$275.00	\$300.00
Full Page Tribute to Fr. Andrew	\$500.00	\$500.00	\$500.00
1/2 Page Tribute to Fr. Andrew	\$300.00	\$300.00	\$300.00

- Supplier Membership Annual Dues are \$399.00.
- Associate Membership Annual Dues are \$199.00.
- In addition to reduced advertising pricing, membership also provides other business partner benefits.
- Supplier Members also have full exhibition privileges at the Annual CMN Trade Show.

SAVINGS OPPORTUNITY! 15% off published rates when you also purchase an ad in the CMN 2018 Christmas/Gift Catalog

Discount cannot be combined with other offers.

2018 CMN Trade Show Program Advertising Rates

2018 Christmas/Gift Catalog Advertisement Rates

Advertisement Type And Location	Supplier Member	Associate Member	Non-Member
Back Cover	\$1,500.00	\$1,750.00	\$2,000.00
Inside Front Cover	\$1,350.00	\$1,575.00	\$1,800.00
Inside Back Cover	\$1,350.00	\$1,575.00	\$1,800.00
Centerfold Spread (2-pages)	\$3,000.00	\$3,500.00	\$4,000.00
Full Page	\$1,200.00	\$1,400.00	\$1,600.00
1/2 Page (Horizontal only)	\$700.00	\$800.00	\$925.00
Single New Product Ad	\$300.00	\$350.00	\$400.00

Ad Space Options	Ad Dimensions (W x H)
Full Page	8.5" x 11"
Half Page (Horizontal Orientation)	8.5" x 5.5"
Back Cover	8.875" x 8"
New Product Spot	175 characters of copy

Ad artwork due August 23, 2018. Mail date September 15, 2018. Additional Media Specs will be provided upon commitment.

SAVINGS OPPORTUNITY! 15% off published rates when you also purchase an ad in the CMN 2018 Christmas/Gift Catalog

Discount cannot be combined with other offers.

2018 CMN Trade Show Program Advertising Rates

Trade Show Program Media Specifications

Ad Space Options	Ad Dimensions (W x H)
Full Page	with Bleed 5.5" w x 8.5" h
Half Page (Horizontal Orientation)	with Bleed 5.5" w x 4.125" h
New Product Spot	100 characters of copy

- All images and text must be kept a minimum of one-quarter inch (1/4") from all four inside edges of the ad (using the standard ad dimensions above.)
- No RGB formats please, must be in CMYK color.
- CMN Requires a minimum resolution of 300 dpi on all images.
- Print-ready ads must be submitted electronically. All fonts and images attached or a PDF with all fonts and images embedded.
- Please email ad to ksaum@catholicmarketing.com.
- Back Cover: 1/4" bleed on the left and right side, along with 1/8" bleed for the bottom. No bleed at the top is needed.
- New Product Spot—Advertiser provides CMN the ad elements: Title, Price, maximum of 100 characters of copy for a description, Contact Information, and High-Res Image. CMN Graphic Designer will layout ad for the print publication.

2018 CMN Trade Show Program/Christmas Gift Catalog Insertion Order

Company Name: _____ Phone: _____
Primary Contact: _____ Contact Email: _____
Supplier Membership Number: _____ Expires: _____

(To locate CMN Membership Number & Expiration Date, go to <https://catholicmarketingnetwork.wildapricot.org/Sys/Login>)

Publication/s: _____ Trade Show Program _____ Christmas and Gift Catalog

Ad Type (Check all that apply): _____ Half Page _____ Full Page _____ New Release Product Spot
_____ Half Page Fr. Andrew Tribute _____ Full Page Fr. Andrew Tribute

Premium Location: Inside Front Cover, Centerfold, Back Cover _____

TOTAL COST \$ _____

TERMS AND CONDITIONS:

- Cancellations or changes on advertising are not accepted after stated due date for the catalog.
- Timely payment should be made once invoice is received.
- Invoice for advertising package will be sent on date Insertion Order is received and counter-signed by CMN.
- Advertiser should adhere to the design criteria outlined on Media Specifications page.
- Catholic Marketing Network will not be liable for typographical errors, incorrect information, or omissions in advertising artwork and information provided.
- Submitting an Insertion Order is construed as an acceptance of all published rates and conditions and such order when accepted by CMN constitutes a contract.
- All contracts are conditional on strikes, fires, acts of God or any cause not subject to the control of CMN.
- All advertising placed in the 2018 CMN Trade Show Program is based on rates in effect on issue date; no previous rate discounts will apply.
- All advertising must be relevant to the topic of Catholic Marketing and Networking.
- All products appearing in advertising must be deemed in-line with the Magisterium of the Catholic Church.

****Purchase Authorization****

I hereby authorize this purchase of Advertising and agree to abide by the general terms and provisions, provided by Catholic Marketing Network.

Authorized Signature _____ Date _____ Billing Amount _____

CMN Acceptance Signature _____ Date _____

***Please retain a copy for your records.**

2018 CMN Trade Show Program Insertion Order Form

2018 CMN Trade Show Author/Artist Meet and Greet Agreement

Company Name: _____ Phone: _____

Primary Contact: _____ Contact Email: _____

Membership Number: _____ Expires: _____

(To locate CMN Membership Number & Expiration Date, go to <https://catholicmarketingnetwork.wildapricot.org/Sys/Login>)

Quantity: _____ Event Participation Table @ \$ 300.00 each, Author/Artist Name: _____

Title of Book/Name of Product: _____

Date of CWG Approval or Imprimatur: _____

****ALL Memberships must be current at the time of the show.***

TOTAL EVENT PARTICIPATION COST \$ _____

Required deposit to hold your table – 50% of table fee total **DUE NOW**. Balance due by May 2, 2018.

2018 Event Participation Payment and Refund Policy

Required deposit to hold your table – 50% of table fee total **DUE NOW**. Balance of the fee is due by May 2, 2018.

Please make your check payable to: Catholic Marketing Network and mail to: CMN, P.O. Box 610465, Dallas, Texas **75261**. To arrange to pay with a credit card, please contact Karen Saum at 800-506-6333 or ksaum@catholicmarketing.com.

50% of monies or deposit received are refundable if **written** cancellation is received at the CMN offices by May 2, 2018 (90 days' notice).

No refunds will be made for cancellations of event table space after May 2, 2018.

****Purchase Authorization****

I hereby authorize this purchase of event table space and agree to abide by the general terms and provisions, provided by Catholic Marketing Network.

Authorized Signature _____ Date _____ Billing Amount _____

CMN Acceptance Signature _____ Date _____

***Please retain a copy for your records.**

2018 CMN Trade Show Author/Artist Meet and Greet Table Reservation Agreement

2018 CMN Trade Show Bag Insert Agreement

Company Name: _____ Phone: _____

Primary Contact: _____ Contact Email: _____

Membership Number: _____ Expires: _____

(To locate CMN Membership Number & Expiration Date, go to <https://catholicmarketingnetwork.wildapricot.org/Sys/Login>)

Quantity: _____ Bag Insert @ \$ 150.00 per insert, Name of Insert: _____

****ALL Memberships must be current at the time of the show.***

TOTAL BAG INSERT COST \$ _____

Total **DUE NOW**.

2018 Trade Show Bag Insert Participation Payment and Refund Policy

Total **DUE NOW**.

Please make your check payable to: Catholic Marketing Network and mail to: CMN, P.O. Box 610465, Dallas, Texas **75261**. To arrange to pay with a credit card, please contact Karen Saum at 800-506-6333 or ksaum@catholicmarketing.com.

All inserts must be provided in quantities of 1000. CMN must receive the insert by June 15th to be included in this year's trade show bag giveaway. No refunds are allowed.

****Purchase Authorization****

I hereby authorize this purchase of trade show bag insert participation and agree to abide by the general terms and provisions, provided by Catholic Marketing Network.

Authorized Signature _____ Date _____ Billing Amount _____

CMN Acceptance Signature _____ Date _____

***Please retain a copy for your records.**

2018 CMN Trade Show Bag Insert Agreement