



Catholic Marketing Network

***Momentum 2019***

**Trade Show Media Kit**

**Lancaster, PA**

**July 30<sup>th</sup> through August 2nd**

## Trade Show Bag Inserts

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

Needs to be received by July 19, 2019 to our drayage warehouse

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

**Cost:** \$250 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 28, 2019

**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 14th to be included in the program

**2019 CMN Trade Show Advertising and Event Opportunities**

## **Trade Show Program**

Ad Artwork Due Friday, June 14, 2019

Distributed at 2019 CMN Trade Show July 30th, 2019

Mailed Week of September 16, 2019

## **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

**2019 CMN Trade Show Dates and Circulation**

## Print Advertisement Rates For CMN Trade Show Program & Christmas Catalog

Advertisement Type and Location	Pricing
Back Cover	\$1,750.00
Inside Front Cover	\$1,500.00
Inside Back Cover	\$1,500.00
Centerfold Spread (2-pages)	\$2,850.00
Full Page	\$1,200.00
1/2 Page (Horizontal only)	\$700.00
Single New Product Ad	\$300.00

### Advertising in this print publication is open to CMN members ONLY

- Supplier Membership Annual Dues are \$399.00.
- 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.

# 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	with Bleed 2.5" w x 4.5" h

- 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.
- 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.
- de Show Program Advertising Rates

**2019 Trad Show Program Media Specs**

# 2019 CMN Trade Show Program and Christmas Gift Catalog Insertion Order

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

Primary Contact: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Publication/s: **Trade show program** \_\_\_\_\_ **Christmas Catalog** \_\_\_\_\_

Ad Type (Check all that apply): \_\_\_\_\_ Half Page \_\_\_\_\_ Full Page \_\_\_\_\_ New Release Product Spot

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 2019 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.**

**Trade Show Insertion Order Form**

# 2019 CMN Trade Show Author/Artist Meet and Greet Agreement

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

Primary Contact: \_\_\_\_\_ Contact Email: \_\_\_\_\_

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 3<sup>rd</sup>, 2019.

## 2019 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 3<sup>rd</sup>, 2019.

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 **Silvia Osong at 800-533-7083 or [sosong@catholicmarketing.com](mailto:sosong@catholicmarketing.com)**

50% of monies or deposit received are refundable if **written** cancellation is received at the CMN offices by May 3<sup>rd</sup>, 2019 (90 days' notice).

No refunds will be made for cancellations of event table space after May 3, 2019.

## **\*\*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.**

**2019 CMN Trade Show Author/Artist Meet and Greet Table Reservation Agreement**

# 2019 CMN Trade Show Bag Insert Agreement

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

Primary Contact: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Membership Number: \_\_\_\_\_ Expires: \_\_\_\_\_

Quantity: \_\_\_\_\_ Bag Insert @ \$ 250.00 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 **Silvia Osong at 800-533-7083 or [sosong@catholicmarketing.com](mailto:sosong@catholicmarketing.com)**

All inserts must be provided in quantities of 1000. CMN must receive the insert by June 14th 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.**

**2019 CMN Trade Show Bag Insert Agreement**