

## Show websites target advertising directly to your best customers...

Why spend advertising dollars on marketing your goods and services outside of your target market area? The active buyers visiting the home show search online for goods and services, both before and after the event - *they are your customers.*

All ads are displayed in rotation on all pages of the website.

Flash files must contain an embedded link: <http://yourlink.com>

### Medium Rectangle

SIZE: 728 x 90 pixels

ROTATION: Yes

FORMAT: JPEG, GIF, PNG or SWF

Click-thru to your domain

Appears in middle of home page and right side of internal pages

## Email campaigns deliver your message right to the inbox...

Email ads appear in specified consumer emails. All ads are displayed in the middle of email content, below the main show feature information and include a click through to your website.

Type 1: Banner ad

Type 2: Product photo - small image may be accompanied by advertorial copy up to 200 characters in length.

### Email Inclusion: Type 1

SIZE: 415 x 120 pixels

FORMAT: JPEG, GIF, PNG

Click-thru to your domain

Maximum spots available: 3

### Email Inclusion: Type 2

SIZE: 140 x 140 pixels  
FORMAT: JPEG, GIF, PNG

Maximum spots available: 3