

# JPMA Baby Show

A JPMA AND FAMILY MEDIA EVENT  
CONFERENCE • TRADE SHOW • CONSUMER DAY

## Show Guide Advertising

### RESERVE YOUR SPACE NOW IN THE JPMA BABY SHOW PRINTED SHOW GUIDES

Two opportunities- advertise in the trade guide, consumer guide or both!

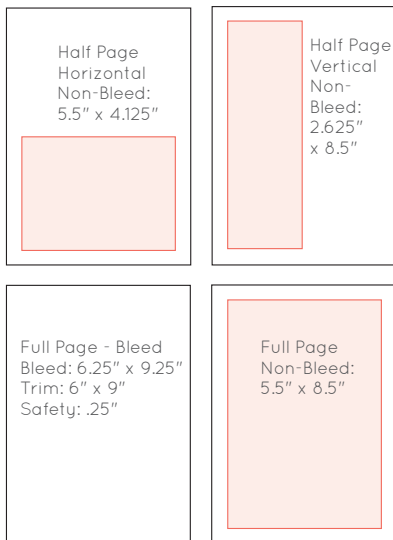
- Ad formats are the same on trade and consumer ads
- Use the ads to promote your brands, booth activities, or show specials
- Distributed to show attendees and posted online



## AD SPECIFICATIONS

Please submit a high resolution PDF, 300 DPI.  
NO GIF or PNG files.

- All colors converted to CMYK.
- Fonts embedded.
- No printer's marks: crop marks, bleed marks, color bars.
- 0.25 inch bleed.



## ADVERTISING DEADLINES

### JPMA Baby Show Guide

**Space Reservations Due: February 1**

**Art Deadline: February 17**

Distributed to all trade show attendees March 21–23

Please send artwork to [jpmababyshow@jpma.org](mailto:jpmababyshow@jpma.org)

### The D.C. Baby Show Guide

**Space Reservations Due: February 1**

**Art Deadline: February 17**

Distributed to all consumer show attendees March 24

Please send artwork to [jpmababyshow@jpma.org](mailto:jpmababyshow@jpma.org)

	Trade Show Guide	Consumer Show Guide	Run same ad in both guides and save!
Half-Page Ad (either format)	\$595	\$500	\$800
Full-Page Ad	\$995	\$800	\$1500
Premium pages (Inside front cover, inside back cover, back cover): call for availability			



FOR MORE INFORMATION:

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