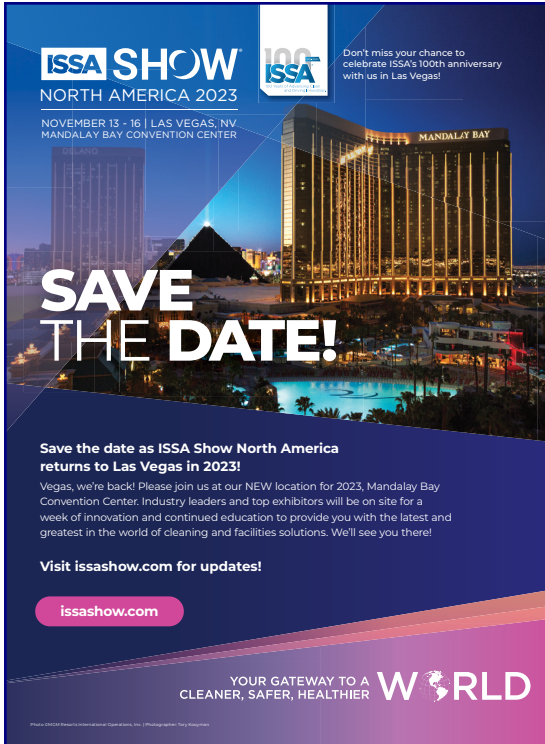


**OFFICIAL ISSA SHOW DAILY**

**Las Vegas, NV - Mandalay Bay**

**November 18 - November 21, 2024**

Full Convention Coverage and Onsite Distribution



## 2024 Advertising Sizes and Rates

**Advertising Deadline: October 17, 2024**

Published November 19 <sup>th</sup> and 20 <sup>th</sup>			1 Day	2 Days
<b>Tabloid Page*</b>	Page size: Bleed size:	Width x Length in Inches 10 7/8" x 14 1/2" 11 1/8" x 14 3/4"	\$4,870	\$8,725
<b>3/5 Page*</b>	4 col. x 8" 3 col. x 11"	10" x 8" 7 3/8" x 11"	\$4,480	\$7,900
<b>1/2 Page*</b>	4 col. x 6 3/4" 3 col. x 9 1/8" 2 col. x 13 1/2"	10" x 6 3/4" 7 3/8" x 9 1/8" 5" x 13 1/2"	\$3,795	\$6,840
<b>3/8 Page*</b>	3 col. x 7"	7 3/8" x 7"	\$3,475	\$6,250
<b>1/4 Page</b>	2 col. x 7"	5" x 7"	\$2,775	\$5,000
<b>3/16 Page</b>	3 col. x 3 1/2" 2 col. x 5"	7 3/8" x 3 1/2" 5" x 5"	\$1,700	\$3,100
<b>1/8 Page</b>	2 col. x 3 1/2" 1 col. x 7 1/2"	5" x 3 1/2" 2 3/8" x 7 1/2"	\$1,225	\$2,250
<b>1/16 Page</b>	2 col. x 2" 1 col. x 5"	5" x 2" 2-3/8" x 5"	\$850	\$1,575

Please supply a High Resolution PDF file in CMYK format with fonts embedded and layers flattened.

### Added Value with Digital Issues

Your **company name in bold-face** and  
Your **company logo** placed in the exhibitor listing and  
Your **web link in digital versions**

\*Advertisers with a **3/8 page or larger ad** will receive a **FREE 3 1/8" x 3 5/8" ad** in the New Product / Exhibitor Highlights Section

### Advertising Sales:

**Alfred Walden**  
afwalden@waldenmott.com  
office: 201.818.8630 x 101  
cell: 201.951.6960

**Charlie Walden**  
charlie@waldenmott.com  
office: 201.818.8630 x102  
cell: 201.787.1752

**Editorial and Artwork Deadline: October 17, 2024**

