

MAKE IT

# Special



Atlanta Pet Fair  
& Conference



**MARCH 10 - 13, 2022**

Georgia International Convention Center

Stay on the  
**CUTTING EDGE**  
with an ad in the

# 2022

## ATLANTA PET FAIR SHOW PROGRAM

AD SPACE CLOSE 2/1 | DEADLINE FOR MATERIALS 2/7

### PRINT AD RATES

(four color and black & white)

|           |         |          |       |
|-----------|---------|----------|-------|
| Cover 4   | \$1,800 | 1/2 Page | \$800 |
| C2 & C3   | \$1,700 | 1/3 Page | \$700 |
| Full Page | \$1,700 | 1/4 Page | \$600 |
| 2/3 Page  | \$1,200 | 1/6 Page | \$500 |

Send all production/art materials via:  
[petadportal.sendmyad.com](http://petadportal.sendmyad.com)

### AD SPECIFICATIONS

#### PRINTED

Web offset, saddle stitched

#### FULL PAGE BLEED

8.25" X 11.125"

#### TRIMMED SIZE

8" X 10.875"

\*KEEP LIVE MATTER .25" FROM TRIM

| Space Unit            | Width x Height |
|-----------------------|----------------|
| 1 Page                | 7 x 10         |
| 2/3 Page              | 4.625 x 10     |
| 1/2 Page (horizontal) | 7 x 4.875      |
| 1/2 Page (vertical)   | 4.625 x 7.375  |
| 1/3 Page (vertical)   | 2.25 x 10      |
| 1/3 Page (square)     | 4.625 x 4.875  |
| 1/4 Page (vertical)   | 2.25 x 7.375   |
| 1/4 Page (square)     | 4.625 x 3.625  |
| 1/6 Page (vertical)   | 2.25 x 4.875   |
| 1/6 Page (horizontal) | 4.625 x 2.375  |

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