



# A&G

## ANTIQUES & GARDEN SHOW NASHVILLE

Feb 3-5, 2017



## Advertising Opportunities



2017 Catalog Cover

Speak to our very targeted Antiques & Garden Show audience with a full, half or quarter page ad in the 2017 Show Catalog.

All 15,000 attendees receive our full-color catalog as they enter the three-day Show. Our 2017 catalog is the definitive guide to our dealer booths, and a home and garden resource for tourists visiting Nashville and locals enjoying the Show. Redesigned to be more portable, the official Show catalog is filled with design and garden resources, antiques and horticultural dealers, area businesses, restaurants and more.

Now the oldest and largest show of its kind in the US, the Antiques & Garden Show of Nashville has become a national event. Last year, 15,000 attendees in 2016 came to shop over 150 dealers, and hear from renowned design, architect and landscape expert speakers.

### Benefits for Advertisers:

#### Brand Exposure

More than 15,000 attendees receive the Show catalog over the three-day Show.\*

Last year, attendees were 75% affluent women, 30-65 years of age with household incomes averaging \$150,000.\*

In 2016, visitors and dealers came from 36 states and 10 countries.\*

#### Philanthropy

The Show benefits Cheekwood and the charities of ECON (Economic Club of Nashville), raising nearly \$7 million in the past 27 years.

\*2016 Nashville CVC Survey

### Advertising Rates & Deadlines

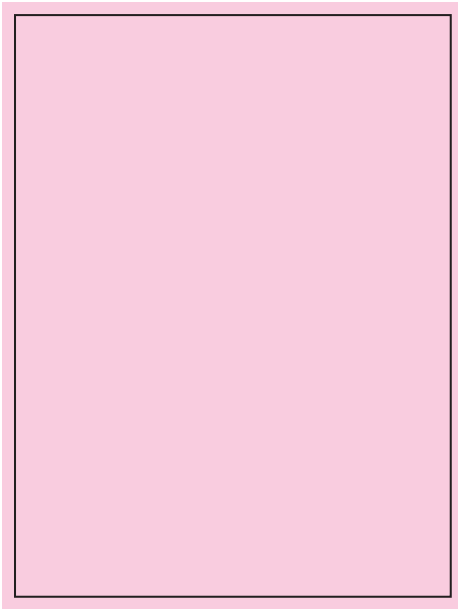
Ad Size	Price	Reservation Deadline*	Artwork Deadline
Full Page	\$1,800	Nov 15	Dec 15
1/2 Page	\$1,200	Nov 15	Dec 15
1/4 Page	\$700	Nov 15	Dec 15

\*Complete payment and contract is due by the reservation deadline to secure your space in the catalog.

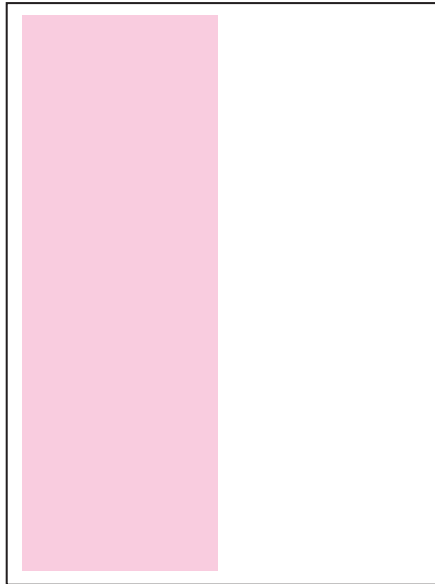
**For more information on Advertising in the Antiques & Garden Show Catalog, please contact** [catalog@antiquesandgardenshow.com](mailto:catalog@antiquesandgardenshow.com)

**For more information on the Antiques & Garden Show** [AntiquesAndGardenShow.com](http://AntiquesAndGardenShow.com)

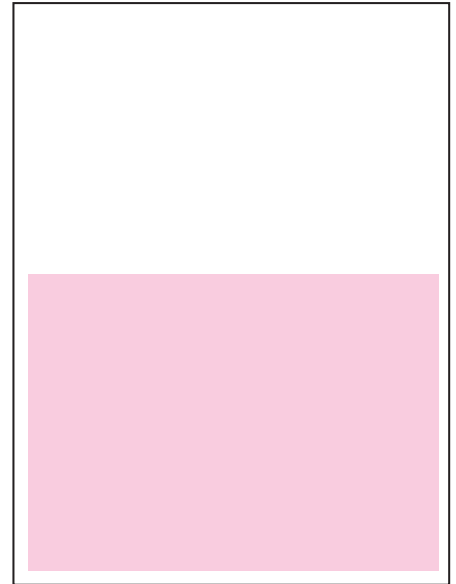
# Ad Specs



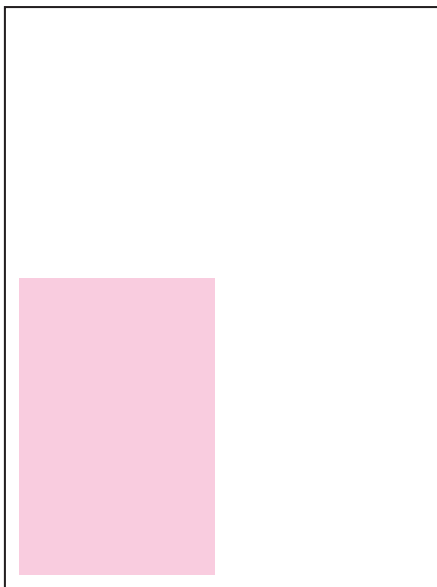
FULL PAGE  
With Bleed: 7.25" wide x 10.25" tall  
No bleed: 7" wide x 10" tall



HALF PAGE - VERTICAL, no bleed  
3.125" wide x 9.5" tall



HALF PAGE - HORIZONTAL  
no bleed  
6.5" wide x 4.625" tall



1/4 PAGE, no bleed  
3.125" wide x 4.625" tall

## Specifications

**Acceptable File Formast:** High-resolution PDF, .EPS, .TIFF or .JPG file.  
Publisher, Word and PPT files are NOT accepted.

**Images:** All images must be final, color-corrected, high-resolution (300 dpi or greater).

Web images will not be accepted. All images and spot colors must be converted to CMYK.

**Book Trim Size:** 7" Wide by 10" Tall

**Live Area & Bleed:** All type or graphics not intended to trim should be positioned .375" or more from trim. Artwork intended to bleed (applicable for full-page ads only) must be created with a minimum of .25" image area beyond trim area to guarantee consistent bleed.

**If files are prepared improperly and mechanical requirements are not met, Antiques & Garden Show cannot guarantee reproduction of the ad.**

## Advertising Contact

Email questions and artwork to: [catalog@antiquesandgardenshow.com](mailto:catalog@antiquesandgardenshow.com).

**To purchase your ad:  
[AntiquesAndGardenShow.com/AdSales](http://AntiquesAndGardenShow.com/AdSales)**