

# Miami Book Fair

Miami Dade College



## 2017 Fair Guide Advertising Opportunities



The Fair's audience is over half a million strong, educated and sophisticated. Reach them.

Reserve space in the *Fairgoer's Guide* for the Fair's 34th Anniversary happening November 12-19.

- The Fair is the largest literary event of its kind, November 12-19, with 30 years of proven success.
- Attracts close to 250,000 visitors.
- Features more than 500 renowned authors.

The *Fairgoer's Guide* and *La Guía del Visitante* reaches over half a million readers!

- Comprehensive event schedule and details.
- 88 pages, full color.
- Distributed free at bookstores, libraries, cafes and galleries throughout Miami-Dade and Broward Counties.
- Special insertion in *The New York Times* to 30,000 Sunday subscribers in southeast and southwest Florida.
- Available to all guests during eight days of the Fair.
- Fully downloadable on Miami Book Fair's website.
- Half a million estimated impressions.

Limited space available. Reserve yours today!

**Publication Date:** Saturday, October 15, 2017

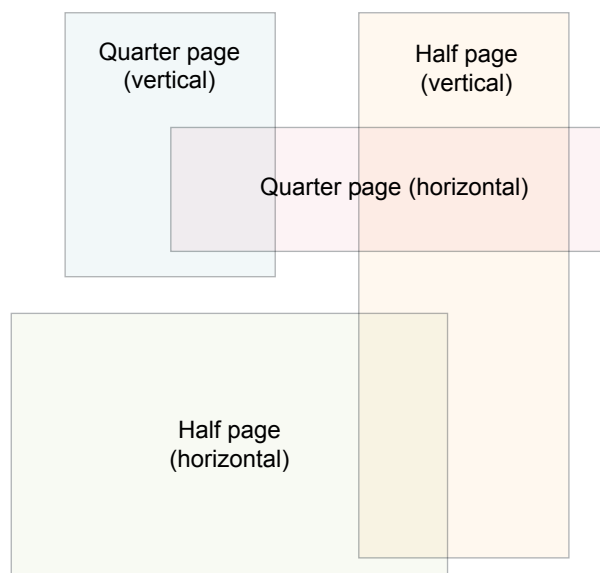
### Sizes

Full page (no bleed)	8" x 10.5"	\$2,200
Half page (horizontal)	8" x 5.14"	\$1,300
Half page (vertical)	3.89" x 10.5"	\$1,300
Quarter page (horizontal)	8" x 2.45"	\$ 750
Quarter page (vertical)	3.89" x 5.14"	\$ 750

### Price

**Reservation Deadline:** Friday, August 18, 2017

**Artwork Deadline:** Friday, September 15, 2017



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Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### Print Ads requested:

\_\_\_\_\_ Full page(s) no bleed: 8" x 10.5" @ \$2,200 = \_\_\_\_\_

\_\_\_\_\_ Half page(s) horizontal: 8" x 5.14" @ \$1,300 = \_\_\_\_\_

\_\_\_\_\_ Half page(s) vertical: 3.89" x 10.5" @ \$1,300 = \_\_\_\_\_

\_\_\_\_\_ Quarter page(s) horizontal: 8" x 2.45" @ \$ 750 = \_\_\_\_\_

\_\_\_\_\_ Quarter page(s) vertical: 3.89" x 5.14" @ \$ 750 = \_\_\_\_\_

Total amount \$ \_\_\_\_\_

### Please make check payable to: Miami Dade College

Mail with this form to: 300 N.E. Second Ave., Freedom Tower, 7th Floor, Miami, FL 33132-2296

### Full payment must be received by Friday, August 18, 2017.

### Ad submission instructions:

1. For best results, please use a software preflight program to make sure your job meets all printing industry standards. Here are some of the most common problems to look out for:

- All fonts MUST be embedded or outlined.
- All grayscale and color photographic material MUST have a resolution of 300 dpi at the printed size. Line art material MUST have a resolution of 1200 dpi **at the printed size**.
- For accurate color output, all the images MUST be saved as CMYK, TIFF format.
- Make sure ALL your images are linked or embedded.

2. Convert your native document (InDesign, QuarkXpress, Illustrator or Photoshop) to a high resolution Portable Document Format (PDF). If you are using any of the Adobe products, select the "pdf/x-1a:2001" preset for best results as it will automatically set your document with the standard defaults for commercial printing. Remember to indicate any color profiles if it is part of your workflow.

3. Submit your artwork in one of the following ways:

- Email to: smccrani@mdc.edu / subject line: Ads for Miami Book Fair  
(If the ad is too large to email, you may send using Dropox, YouSendIt.com, or the like)
- Mail a CD or DVD with your artwork to:  
Miami Book Fair, Fair Guide Ads, 300 N.E. Second Avenue, Freedom Tower, 7th Floor, Miami, Florida 33132