



34TH ANNUAL BUSINESS EXPO



OPPORTUNITIES
IDEAS
PARTNERSHIPS
LEARNING
CHANGE

Business Expo Program Book Advertising

The Annual Business Expo Program Book is an affordable way to reach your target market. The program book is distributed during the expo and throughout the year during various Council events and activities. It will be exposed to over a thousand readers, including Minority Business Enterprises (MBEs), large corporations and government buyers.

PROGRAM BOOK DESCRIPTION

- Program book size: 8.5" x 11"
- About 66 pages (not including front or back cover)
- Full color, front & back cover
- Full color and black & white, internal pages

AD SPECIFICATIONS

- Ads are available in full color and black & white
- No bleeds
- Files must be high resolution, minimum 300 DPI
- File formats: JPEG, PNG, PDF, or EPS

AD SIZES & COSTS

Size	Width <i>inches</i>	X	Height <i>inches</i>	BW Cost	Color Cost
Full Page	7	X	9	\$700	\$1,400
Half Page	7	X	4.5	\$375	\$750
Quarter Page	3.5	X	4.5	\$180	\$360
Business Card	3.5	X	2	\$80	\$160

AD PLACEMENT

The placement of all ads is at the discretion of the FSMSDC. Sponsors will have priority placement.

SPONSORS

Sponsorship packages between \$3,000 - \$15,000 include a Program Book ad(s). If you are unsure of your ad size, please call (305) 762-6151 and a team member will gladly assist you.

*Interested in becoming a Business Expo Sponsor?
Visit www.fsmsdc.org/businessexpo*

DEADLINE TO PURCHASE

Friday, March 15, 2019 at 5 PM EST

AD ORDER & PAYMENT

Complete & fax this form to (305) 762-6158
or order online at FloridaStateBusinessExpo.com

Mailing Address:

Florida State Minority
Supplier Development Council (FSMSDC)
Reference: Business Expo Program Book Ad
9499 NE 2nd Avenue, Suite 201
Miami, FL 33128

AD PURCHASE & SUBMISSION

Please purchase and submit ads no later than
Friday, March 15, 2019 at 5 PM EST to
tricia@fsmsdc.org. Emails must be no greater
than 10 MB; larger files can be sent via Dropbox.

QUESTIONS?

Call FSMSDC at (305) 762-6151



34th Annual Business Expo Program Book Advertisement Order Form

April 11-12, 2019 / Broward County Convention Center

AD ORDER

	BW	Color
Full Page	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1,400
Half Page	<input type="checkbox"/> \$375	<input type="checkbox"/> \$750
Quarter Page	<input type="checkbox"/> \$180	<input type="checkbox"/> \$360
Business Card	<input type="checkbox"/> \$80	<input type="checkbox"/> \$160

PROGRAM BOOK DETAILS

- Size: 8.5" x 11"

AD SIZES



Full Page
7" X 9"



Half Page
7" X 4.5"



Quarter Page
3.5" X 4.5"



Business Card
3.5" X 2"

**ad sizes = width x height (in inches)*

CONTACT INFORMATION

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

PAYMENT

Check enclosed *make checks payable to Florida State Minority Supplier Development Council (FSMSDC)*

Credit Card: VISA MasterCard American Express Discover

CREDIT CARD NUMBER _____

CVC# _____ EXP _____

Check if billing address same as contact address above

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

SUBMISSION

Ad files should be emailed to tricia@fsmcdc.org.
Mail this completed form along with payment to:

**Florida State Minority
Supplier Development Council (FSMSDC)**
Reference: Business Expo Program Book Ad
9499 NE 2nd Avenue, Suite 201
Miami, FL 33128

DEADLINE

Friday, March 15, 2019 at 5 PM EST

SPECIFICATIONS

- No bleeds
- Files must be high resolution, minimum 300 DPI
- Acceptable image file formats: JPEG, PNG, PDF, or EPS
- We support files produced in Adobe Illustrator, Adobe Photoshop, Adobe InDesign or PDF.
- If necessary, include all fonts and images along with the file