



Advertising Opportunities ~ Souvenir Book

A special commemorative Souvenir Book is distributed to each Convention attendee as part of their registration. It is often kept forever as a special memento of a memorable Barbie® Doll Convention. Be a part of this special publication and show your support for the Convention by placing an ad in the Souvenir Book!

INSIDE COVER – FRONT OR BACK	\$450 – 8½" w x 11" h (Live area – 7½" x 10")
FULL PAGE	\$250 – 8½" w x 11" h (Live area – 7½" x 10")
HALF PAGE	\$175 – 8½" w x 5" h (Live area – 7½" x 4¾")
QUARTER PAGE	\$125 – 4¼" w x 5" h (Live area – 3 ½" x 4 ¾")
BUSINESS CARD	\$ 50 – 3½" w x 2" h (Live area printed as is, no foil)

ADVERTISING SPECS

The 2018 Souvenir Book will be compiled into a single digital file. In order to ensure the best quality print of your ad artwork, we ask that you provide a Press Quality pdf or high resolution (300 dpi) image file. Hard copy ads are accepted but must be 100% camera-ready. There is an additional \$5 charge for the scanning and optimization for digital printing. Please leave 1/4" bleed dimensions for all ads. If requested, we can create your ad of 50 words or less for a \$20 fee.

Please email your ad requests and digital files to LorraineSacca@gmail.com.

Hard copy submissions can be mailed to:

Lorraine Sacca, 23036 Rio Lobos Rd., Diamond Bar, CA 91765

Ads will not be placed until payment has been made, and Mattel reserves the right to review all advertising prior to inclusion in this souvenir book.

AD CONFIRMATION FORM

Name _____ Registration # _____

Address _____

City _____ State/Province _____ Zip / Postal Code _____

Country _____ Email _____

Phone # _____ Cell Phone # _____

Method of payment: Check _____ (Make checks payable to B Convention, LLC)

Visa _____ Master Card _____ Credit Card# _____

Name as listed on card: _____ Authorized Signature _____

Expiration Date: _____ Security Code _____

AD SIZE ORDERED

___ FRONT/ BACK INSIDE COVER - \$450 ___ FULL PAGE - \$250 ___ HALF PAGE - \$175

___ QUARTER PAGE - \$125 ___ BUSINESS CARD - \$50

PLEASE RETURN THIS FORM & PAYMENT NO LATER THAN May 1, 2018 TO:
 B Convention, LLC, Souvenir Book, 29 David Dr., Flemington, NJ 08822

