

# Program Guide Advertising Brochure



**EXPO**

*THE BUSINESS OF INTERMODAL IS HERE.*

**IANA INTERMODAL  
EXPO**

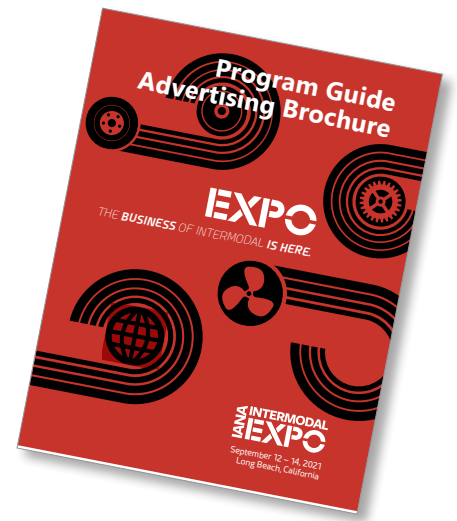
September 12 – 14, 2021  
Long Beach, California



September 12-14 | Long Beach, CA

# Program Guide

Intermodal EXPO is the only event that brings the entire freight supply chain together in one location for dialogue, education and networking.



## Why You Should Advertise

The Program Guide is the comprehensive resource for attendees that contains detailed program and exhibitor information. This Guide is referenced before EXPO, at EXPO and after EXPO. You want your business and brand visible to the attendees in this much-used publication.

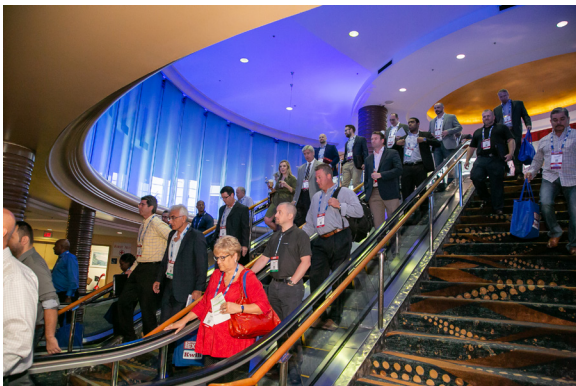
## Target These Industry Stakeholders

- 3PLs
- Industry Suppliers
- Leasing Companies and Manufacturers
- Motor Carriers and Drayage companies
- Ocean Carriers
- Port Facilities and Terminal Operators
- Railroads
- Shippers/BCOs
- Technology Vendors



## Reach Attendees in Print and Digital

Every attendee receives a digital copy of the Program Guide a week before EXPO as well as a printed copy at registration, putting your message in their hands on arrival.



# Advertising Rates

Choose a premium position for maximum visibility. Get guaranteed placement on a cover or the most forward pages available in the Guide.

| Ad size           | Member  | Non-Member |
|-------------------|---------|------------|
| Inside back cover | \$2,800 | \$3,000    |
| full-page         | \$2,400 | \$2,700    |
| half-page         | \$1,500 | \$1,725    |
| third-page        | \$1,195 | \$1,325    |
| quarter-page      | \$925   | \$1,025    |

## Exhibitor Listing Logo Enhancement

Your company logo, placed directly above your exhibitor description, is available for just \$149. Be sure to take advantage of this opportunity for your company to stand out.

**Bonus exposure** – your logo will also appear in the EXPO mobile application.

# Intermodal EXPO Program Guide Ad Sizes and Specs

## Deadline to reserve space: Friday, July 16

Deadline for receipt of artwork: Friday, August 2  
 Publication Trim size: 8.5" x 11"  
 Full bleeds: add 1/8" on all sides.  
 Live area: 7.25" x 10". Position to accommodate perfect binding.  
 Text must be confined to live area.

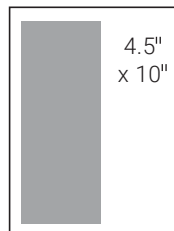
### Full page (bleed)



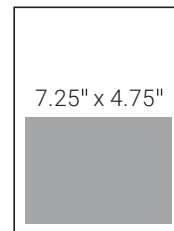
## Artwork Requirements

- Acceptable artwork formats include high-resolution PDF, EPS, TIFF and JPG at 300 DPI.
- *All fonts must be embedded or text must be converted to outlines.*
- CMKY color only. RGB must be converted to CMYK prior to submission.

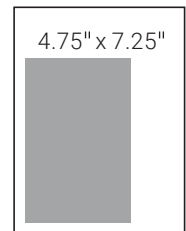
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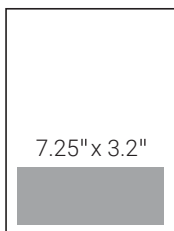
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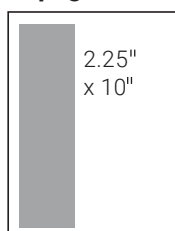
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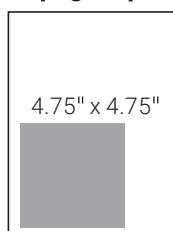
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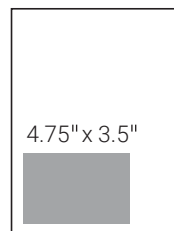
1/3 page vertical



1/3 page square



1/4 page horizontal



1/4 page vertical

