

## Advertising Rates and Specifications

# Official Program and Show Guide

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Established: 1988

### The World Pork Expo Official Souvenir Program and Show Guide

is produced for America's pork producers by the National Pork Producers Council, and distributed free of charge to attendees at World Pork Expo, the premiere agricultural event for pork producers. More than 15,000 producers and others are expected to attend from the United States and North America. Contents of the program include the official listing of more than 400 exhibiting companies and their locations, as well as the most complete event schedule available to attendees.

### Director of Trade Show Marketing

Doug Fricke  
Office: 515-864-7988  
E-Mail: [FrickeD@nppc.org](mailto:FrickeD@nppc.org)

### Materials to:

E-Mail: [FrickeD@nppc.org](mailto:FrickeD@nppc.org)

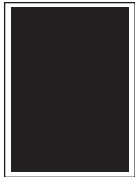
# World Pork Expo 2023

## Official Souvenir Program and Show Guide



**2 Page Spread no bleed**  
16 X 10.375

**2 Page Spread with bleed**  
(images and text must be inside dotted line)  
16.75 X 11.125



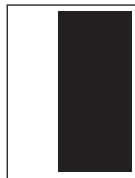
**Full Page no bleed**

7.75 X 10.375



**Full Page with bleed**

8.375 X 11.125



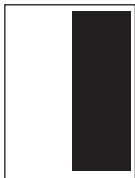
**2/3 Page V**

4.625 X 9.625



**Junior Page**

4.625 X 7.5



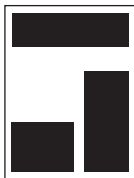
**Half Page V**

3.5 X 10.375



**Half Page H**

7.75 X 5.5625



**Quarter Page**

2.75 X 7.875

7.75 X 2.5

4.625 X 3.625

Page Size	B & W	2 Color	4 Color
2 Page Spread	\$4,190	\$5,400	\$6,680
Full Page	\$2,270	\$2,890	\$3,740
2/3 page	\$1,765	\$2,275	\$3,160
Junior page	\$1,705	\$2,230	\$3,070
1/2 page	\$1,505	\$2,030	\$2,890
1/4 page	\$1,015	\$1,500	\$1,830

### Mechanical Requirements

**Printing Process:** Web offset on enamel gloss stock

**Trim Size:** 8 1/4" x 10 7/8"

**Bleed Size:** 8 1/2" x 11 1/8"

**Binding:** Saddle Stitched

All colors built from four-color process.

### Special Position

Position rates are for 4/Color Only

Cover	(4/Color)
Inside Front	\$5,700
Page 3	\$5,775
Inside Back	\$5,500
Outside Back	\$6,750
Center Spread	\$7,400

### Ad Materials:

Please submit all ads in a high resolution, print ready PDF format. Full page ads should be set to 1/8" (.125"). Ad design and layout services are available upon request and are quoted on an individual pricing basis.

### Publication Schedule

ISSUE	CLOSING DATE	MATERIALS DUE	PUBLISHED BY
WPX	April 12	April 26	June 6

### Advertising Policy For All Publications

The National Pork Producers Council (NPPC) reserves the right to reject and/or modify any ad based on space limitations and/or objectionable content. Payment will be due upon receipt of invoice from NPPC net 30 days. Editorial style copy will be clearly labeled as advertisement. No fraudulent or misleading advertising will be accepted. Advertisers agree to indemnify NPPC from any liability for content of advertisements. NPPC is not responsible for any key errors or omissions.

### Preferred Placement Policy

Returning advertisers will have first rights to their previous placement if their ad is placed and paid in full by April 12, 2023