

# SHOW PROGRAM RATE CARD

## National Fiery Foods & BBQ Show



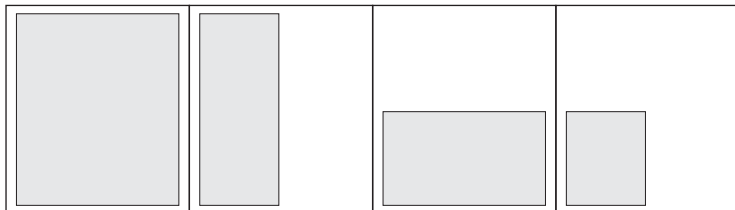
Here's an inexpensive way to reach a targeted audience of 15,000 chileheads, BBQ enthusiasts, distributors, and retailers — run an ad in our program for our 34th annual National Fiery Foods and Barbecue Show. It's **March 3-5, 2023** at Sandia Resort and Casino in Albuquerque, New Mexico.

### DEADLINES

Space Reservaton                      Wednesday, February 1, 2023  
 Artwork Due Date                      Noon MST, Friday, February 17, 2023  
 Final art to specifications only accepted via our FTP page:  
**FieryFoodsShow.com/Upload**

### SIZES

Diagrams of available sizes and orientations:



Fullpage  
9.75"w x 11.5"t

Halfpage Vertical  
4.75"w x 11.5"t

Halfpage Horizontal  
9.75"w x 5.625"t

Quarterpage  
4.75"w x 5.625"t

### ADVERTISING RATES

|                     |       |
|---------------------|-------|
| Full Page           | \$700 |
| 1/2 Page Vertical   | \$400 |
| 1/2 Page Horizontal | \$400 |
| 1/4 Page            | \$250 |

### EXHIBITOR ENHANCED LISTINGS

Add some eye-catching punch to your listing in the Fiery Foods Show Program with a logo or product photo, and up to 50 words of descriptive copy. ALL THIS FOR ONLY \$50. Send us your .JPG image file and text, and we'll do the rest.

### AD PRODUCTION

All print-ready advertising artwork must be submitted as CMYK, PMS colors need to be converted to CMYK, and conform to one of the sizes listed. Halftones should be set at 300 dpi; line art should be set between 300 and 600 dpi. No bleeds; no trim. Ads must be uploaded to our FTP Site (FieryFoodsShow.com/Upload ) as PDF (press quality). Only PDF files will be accepted. Photos should be scanned at 300 dpi and at print size. All photos need to be built with Standard Offset Web Printing (SWOP) 30% dot gain.



## NATIONAL FIERY FOODS SHOW & BBQ SHOW

To book an ad, contact Marti Lelko  
 Marti@fiery-foods.com or 505-264-6172