

EXHIBITOR ADVERTISING & OUTREACH OPPORTUNITIES

Build Relationships | Showcase Products & Services
 Motivate Clients to Action | Offer Solutions & Benefits
 Earn Valuable Exhibitor Priority Points



ADVERTISING: ENHANCES BRAND AWARENESS. EXTENDS MARKET REACH.

Exhibitors: Schedule a 1/4pg or larger ad in June or Sept issues of GSA Today, and receive 10% off ad space of 1/4pg or larger in the Program.

Gross Black & White Rates (US DOLLARS)

PROGRAM

ADS ARE BLACK & WHITE ONLY

Ad Size	1time	3time	6time	12time
Full Page	\$1183	\$1126	\$1067	\$995
2/3 Page	\$886	\$842	\$797	\$744
1/2 Island	\$827	\$786	\$744	\$695
1/2 Page Vert	\$771	\$732	\$694	\$648
1/2 Page Horiz	\$771	\$732	\$694	\$648
1/3 Page Square	\$509	\$484	\$458	\$428
1/3 Page Vert	\$509	\$484	\$458	\$428
1/4 Page	\$415	\$394	\$374	\$349
1/6 Page	\$226	\$215	\$203	\$190
Business Card Size	\$125	\$125	\$125	\$125

Non-Cover Placements—add on position fee

Full page space only; limited availability

- Front of Program Left hand pages (inquire): +\$150
- Facing pages exhibits section: \$150
- Facing C2, C3, T of C (inquire): +\$160

Gross Black & White** Rates (US DOLLARS)

GSA TODAY JUNE & SEPTEMBER (CONVENTION ISSUES)

Ad Size	1time	3time	6time	12time
Full Page	\$1245	\$1184	\$1120	\$1046
2/3 Page	\$1120	\$1065	\$1008	\$941
1/2 Island	\$1012	\$961	\$910	\$850
1/2 Page Vert	\$957	\$910	\$862	\$804
1/2 Page Horiz	\$904	\$859	\$814	\$760
1/3 Page Square	\$725	\$687	\$653	\$609
1/3 Page Vert	\$725	\$687	\$653	\$609
1/4 Page	\$579	\$550	\$521	\$486
1/6 Page	\$456	\$433	\$410	\$383
Business Card Ad	\$125	\$125	\$125	\$125

**COLOR AVAILABLE IN ANY ISSUE.

PROVIDE US WITH COLOR COST FOR

[AD SIZE]

COST ADDS TO ABOVE RATES



CONVENTION-RELATED PREMIUM ISSUES GSA TODAY valuable marketing assets help enhance outreach goals

Ad size/dimensions

Ad Size	Dimensions
Full Page	7-5/16" x 9-3/4"
2/3 Page	4-13/16" x 9-3/4"
1/2 Island	4-13/16" x 7-3/8"
1/2 Page Vert	3-3/8" x 9-3/4"
1/2 Page Horiz	7-5/16" x 4-13/16"
1/3 Page Square	4-13/16" x 4-13/16"
1/3 Page Vert	2-5/16" x 9-3/4"
1/4 Page	3-9/16" x 4-3/4" (vert)
1/6 Page	2-5/16" x 4-13/16" (vert)
Business Card Ad	3-1/2" x 2" (horiz)

BUNDLE | ENHANCE | SAVE
 INCREASE VISIBILITY | COMBINE PRINT WITH E MEDIA

DIGITAL DAILY E-NEWS. SENT TO ATTENDEES ONLY

eDailies News. 7 issues (~40,000 TOTAL SENT BY EMAIL)

sent each day of event to all registered attendees includes pre- and post-show issues

LIMITED AD SPACE AVAILABLE. INQUIRE FOR SIZES & PRICES

Authorization By checking this box, we, the advertiser, have read, and agree, that the organization's EOE practices align with **GSA's Diversity Position Statement**, that encourages participation regardless of "race, ethnicity, color, national origin, ancestry, sex, creed, religion, age, genetic information, sexual orientation, gender identity, or expression, disability, veteran status, marital status, medical condition, pregnancy, education, class, political affiliation, or parental status." GSA will, in good faith, publish the client ad, providing the above box has been checked. The advertiser understands that GSA reserves the right to decline or remove advertising if it determines an advertiser's employment policies are inconsistent with the GSA Diversity Position Statement. [REVISED ADVERTISING POLICY, OCT 2019]

Select Ad Size(s) from tables above

GSA Today (ISSUE/SIZE) _____

Program (SIZE) _____

eDailies digital News: contact GSA for rates and availability

Client Information

EXHIBITOR BOOTH # _____

Company _____

Primary Contact _____

Alternate Contact _____

Address: _____

City / State / Zip _____

Phone (during business hours) _____

Email _____

DEADLINES

GSA TODAY PRINT/DIGITAL
 RESERVE SPACE SUBMIT ART

JUNE ISSUE
 20 APR 30 APR

SEPT ISSUE
 20 JUL 30 JUL

PROGRAM PRINT/DIGITAL
 RESERVE SPACE SUBMIT ART

20 JUL 30 JUL

E-NEWS DIGITAL DAILIES

RESERVE SPACE SUBMIT ART
 10 AUG 20 AUG



Method of Payment Terms: Net 30 days

CARD: VISA | MC | AmEx | DISCOVER

Number _____

Expiration Date _____

Name on Card _____

Signature _____

Program invoices are sent by email only (net 30 days)

Apply 15% agency discount (1/6pg or larger) (RECOGNIZED AD AGENCIES ONLY)

CONTACT GSA ADVERTISING DIRECTLY
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