



# EASTERN SPORTS & OUTDOOR SHOW<sup>®</sup>

## THE Sportsman Show

February 4-12, 2012

HARRISBURG, PA

[easternsportshow.com](http://easternsportshow.com)



### Advertising Opportunities

#### Web Banners:

- Exclusive: Page Peel
- Exclusive Registration Banner
- Home Page Banner (5 available)
- Run of Site Top Banner (4 available)
- Run of Site Banners (15 available)
- E-Ticket Sponsorship
- E-Ticket Confirmation Email

#### ESS Mobile:

- Mobile Title Sponsor
- Mobile Banner Homepage
- Mobile Banner Run of Site
- Mobile Showroom

#### Countdown to Show Email to Attendees:

Company Name, Logo & Booth # on Newsletter \$125 per

#### Show Directory:

\$5000	Back Cover	Sold
\$5000	Front Cover	\$2250
\$2625	Full Page Color	\$1500
\$2000	Full Page B&W	\$1300
\$1500	1/2 Page Color	\$1200
Sold	1/4 Page Color	\$725
\$3650	1/8 Page Color	\$350
	New Product Review	\$210

#### Map Your Show:

\$3000	Enhanced Listing	\$190
\$700	MYS Showroom	\$300
\$450	MYS Featured Showroom	\$650

### Sponsorship Opportunities

Exclusive Title Sponsorship	Sold	Window Decals	\$1000
Premium Sponsor (3 available)	\$25,000	Outdoor Entry Sponsor	\$3500
Official Truck Sponsor	Sold	Outdoor Inflatable	\$1500
Official Firearm Sponsor	Sold	Registration Handout (3 remaining)	\$1650
Official ATV Sponsor	\$5000	Wall Banner in Spine	\$1200
Official Bag Sponsor	\$3500	Outside Line Signage	\$1650



\*Items sold of July 25, 2011 and are limited quantity

For more information, contact Steve LaRoche at 203-840-5343 or [slaroche@reedexpo.com](mailto:slaroche@reedexpo.com)