

A modern yellow armchair with black legs is positioned on a light-colored wooden floor. The chair has a high back and a wide seat. The background is a plain, light-colored wall.

ENLIGHTENED SHOWS

MAY 2021
ADVERTISING OPPORTUNITIES

BI-ANNUAL MAGAZINE
SHOW GUIDE
MARKET SIGNAGE

AT-A-GLANCE

As the largest market in the United States dedicated to textiles, leathers, and trimmings, Showtime® gives you unparalleled access to leading manufacturers, wholesalers, and retailers in one venue. These industry professionals use our publications both before and after this semi-annual market to find the products and services they need.



Spring/Summer
2020 Issue

Fall/Winter 2020 Issue

Showtime® Magazine

The textile industry's premiere source of industry-specific news, trend and business improvement information.

Distribution: Distributed during Showtime Market and emailed to past and present attendees consisting of market buyers and ITA members prior to the market. We have several industry partners lined up, including IHFRA, IMC, AHFA, and WithIt, who have agreed to share the digital issue with their membership. This means your message will be reaching ITA members PLUS several other industry communities with interest in your products and services. The entire issue, as well as special social media promotions and eblasts will bring targeted content to these readers. **Be sure to follow us @ITAShowtime on Instagram and Facebook.**

Bonus Distribution: Las Vegas Market, High Point Market, Atlanta Market, Showtime North and new locations are continually being added.

Content: Complete Showtime Market information, in-depth industry features, profiles on Style Influencers, and highlights of ITA member product introductions.

Reservation Deadline: April 12, 2021

Showtime® Guide

Our helpful Guide makes it easy for buyers to locate showrooms and events.

Distribution: Showtime Market

Content: How to Shop, Area Guide, Shuttle Information, Schedule of Events, Exhibitor List with Floor Map of Booths.

Reservation Deadline: April 20, 2021

Showtime® Market Signage

A premium advertising opportunity, our Market Signage elevates the message of any brand and reminds buyers to visit your booth or showroom!

Distribution: Showtime Market in various locations.

Reservation Deadline: April 28, 2020



Tower Wall Mural



Fire Wall



Elevator Wrap

PRINT + ONLINE DISTRIBUTION

7,000

PRINT
DISTRIBUTION

AND

7,625 + 6,245

EMAIL RECIPIENTS



DIGITAL DISTRIBUTION

All supplied URLs and email addresses are clickable. **VIDEO ALLOWED!**
Available year-round at InternationalTextileAlliance.org/Showtime/showtime-magazine/

**BEST
VALUE**

Member stories are the
highest viewed section of the
online magazine!

**FULL-PAGE WITH ARTICLE
(MEMBER STORY)**

Bleed: 8.5" x 11"

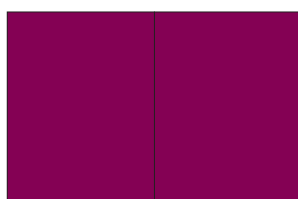
Trim: 8.25" x 10.75"

Live Area: 8.00" x 10.25"

*Includes two additional product
images and up to 200 words*

Digital Package Includes:

- Live links to all emails & websites mentioned in ad and article
- Option to include video for online distribution
- Promotional inclusion on ITA buyer and/or member email blast **before Showtime Market** promoting your member story (teaser that directs readers to your story in digital magazine)
- One Facebook/Instagram ad **during Showtime Market** (sizes: Post - 1080 x 1080px, Story - 1080 x 1920px)

**FULL-SPREAD:**

Bleed: 16.75" x 11" / Trim: 8.25" x 10.75"

Live Area: 8.00" x 10.5"

Digital Package Includes:

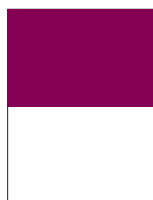
- Live links to all emails & websites mentioned in ad
- Option to include video in ad
- One ITA buyer email blast ad **after Showtime Market** (size: 300 x 600px)
- One Facebook/Instagram ad **after Showtime Market** (sizes: Post - 1080 x 1080px, Story - 1080 x 1920px)

**FULL-PAGE:**

Bleed: 8.5" x 11" / Trim: 8.25" x 10.75" / Live Area: 8.00" x 10.5"

Digital Package Includes:

- Option to include video for online distribution
- Live links to all emails & websites mentioned in ad
- One ITA buyer email blast ad **after Showtime Market** (size: 300 x 600px)
- One Facebook/Instagram ad **after Showtime Market** (sizes: Post - 1080 x 1080px, Story - 1080 x 1920px)

**HALF-PAGE:**

Bleed: 8.5" x 5.5" / Trim: 8.25" x 5.25" / Live Area: 8.00" x 5.00"

Digital Package Includes:

- Live links to all emails & websites mentioned in ad
- Option to include video for online distribution

73% of online viewers clicked on a product spotlight to learn more!**PRODUCT
SPOTLIGHT**

Free to current ITA members! It's an easy way to show off your latest or best product. All it takes to be included is a photo submission with your ITA member company name and exhibiting location.

Trim: 2.5" x 2.5" at 300 dpi or larger

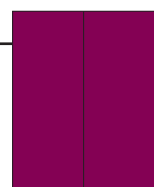
AD RESERVATION:

APRIL 12TH

MATERIALS DUE:

APRIL 14TH

Rates, deadlines and availability are subject to change without notice. Rates listed and placements offered are not guaranteed until a contract has been signed by both parties. In an effort to keep all publications fair and interesting, every advertiser will be granted first right-of-refusal for their current primary placement held in the magazine, show guide and signage for a two-cycle (four consecutive shows) term as long as notification has been given to the publisher in writing with a signed contract stating the advertiser's intention. After term has expired, the space will be opened to all membership.

NEW
SIZE

FULL SPREAD

Bleed: 8.25" x 10.25"
Trim: 8.00" x 10.00"
Live Area: 7.75" x 9.75"
Perfect alignment can not be guaranteed.



FULL-PAGE

Bleed: 4.25" x 10.25"
Trim: 4.00" x 10.00"
Live Area: 3.75" x 9.75"



HALF-PAGE

Bleed: 4.25" x 5.25"
Trim: 4.00" x 5.00"
Live Area: 3.75" x 4.75"

ADDED VALUE!

One social media promotion post (1080x1080px) during **Showtime Market** INCLUDED with print ad purchase in Show Guide!

AD RESERVATION:
APRIL 20TH

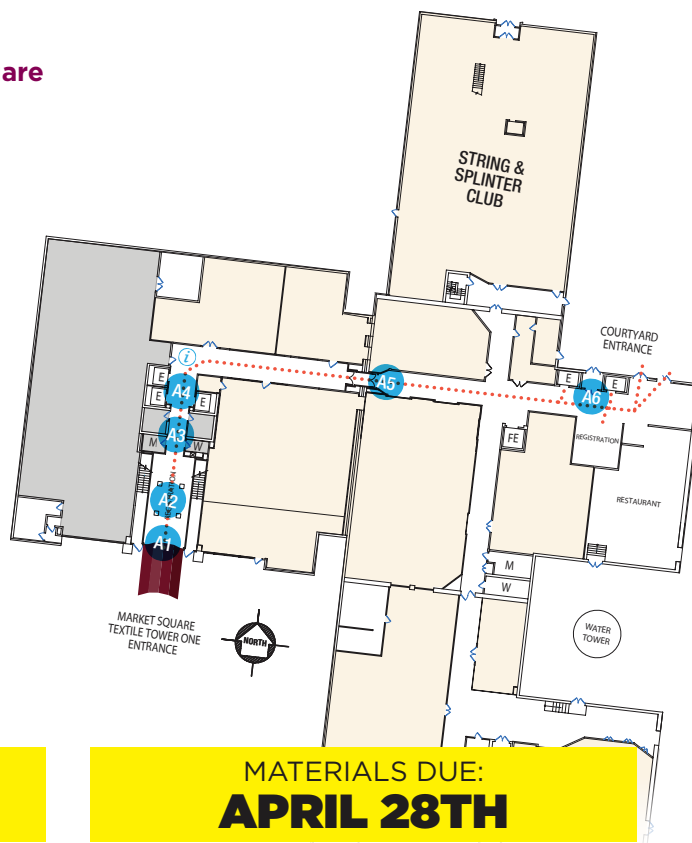
MATERIALS DUE:
APRIL 22ND

SIGNAGE LOCATIONS

1st FLOOR

A - Market Square Textile Tower & Market Square

- A1 MSTT-1 Sliding Doors:** 41.25" x 38.5"
- A1 MSTT-1 Entry Windows:** 59.75" x 44.5"
- A1 MSTT-1 Registration Wall:** 96" x 48"
- A2 MSTT-1 Columns:** 21" x 55"
*Front and back panels for first columns;
front only panel for second column*
- A3 MSTT-1 Lobby Panels:** 36" x 48"
- A4 Tower Interior or Exterior Elevator Wraps:** 42" x 84"
- A4 Tower Elevator Interior Panels:**
Large - 36" x 48", Regular - 16" x 24"
- A5 MSTT-1 Fire Walls:** Left - 44" x 85",
Right - 46.5" x 85"
- A6 Courtyard Interior and Exterior Elevator Wraps:** 42" x 84"
- A6 Courtyard Large Interior Panel:** 24" x 36"



AD RESERVATION:
APRIL 26TH

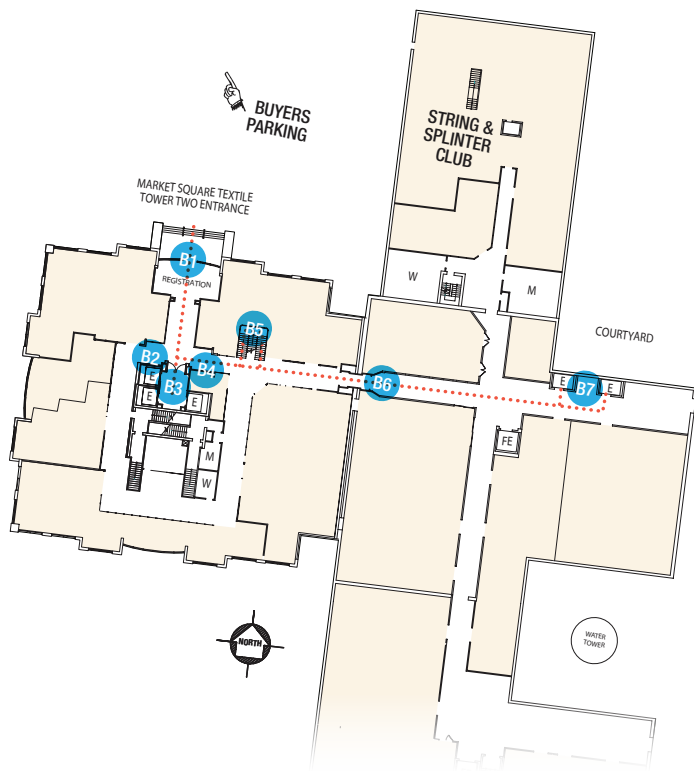
MATERIALS DUE:
APRIL 28TH

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2nd FLOOR

B - Market Square Textile Tower & Market Square

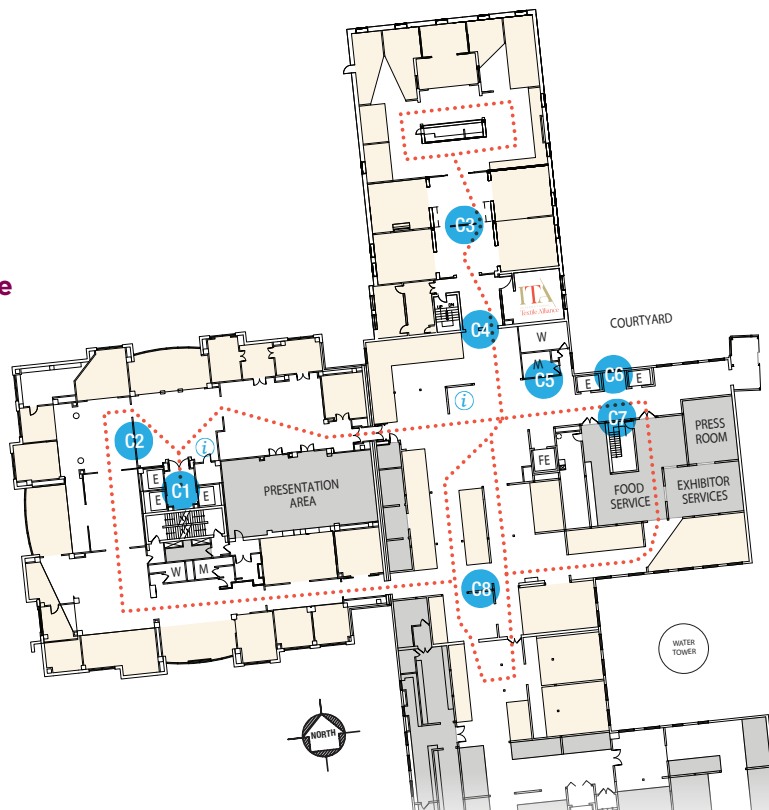
- B1 MSTT-2 Entry Double Doors:** 30.5" x 70.5" (2 panels)
- B1 MSTT-2 Entry Windows:** (2 panels per side)
Left Side: LP - 48.75" x 52.25", RP - 49.25" x 52.25"
Right Side: LP - 49.25" x 52.25", RP - 48.75" x 52.25"
- B1 MSTT-2 Entry Walls:** 96" x 48"
- B1 MSTT-2 Eyebrows:** (2 sizes)
Entry - 140" x 15.5", Exit - 101" x 21.75"
- B1 MSTT-2 Column:** 18" x 48"
- B2 MSTT-2 Half Mural:** 119.5" x 48"
- B3 MSTT-2 Fire Doors:** 30" x 72"
- B3 MSTT-2 Exterior Elevator Wraps:** 42" x 84"
- B4 MSTT-2 Full Mural:** 119" x 99"
- B5 MSTT-2 Staircase Wall Mural:** 142.5" x 60"
- B6 MSTT-2 Fire Walls:** Left - 44" x 85", Right - 48" x 85"
- B7 Courtyard Exterior Elevators:** 42" x 84"



5th FLOOR

C - Market Square Textile Tower & Market Square

- C1 MSTT-5 Lobby Wall Mural or Vignette:** 92" x 81.5"
- C1 MSTT-5 Elevator Exterior Wraps:** 42" x 84"
- C1 MSTT-5 Fire Doors:** 30" x 72"
- C2 MSTT-5 Entrance Wall Mural:** 129" x 76.75"
- C3 MS North Wall Mural or Vignette:** 120" x 76.75"
- C4 MS North Column:** 24" x 72"
- C5 MS Wall Mural or Vignette:** 111.5" x 74"
- C6 Courtyard Exterior Elevator Wraps:** 42" x 84"
- C7 Courtyard Entrance Wall Mural:** 112.5" x 100"
- C8 MS Walkway Wall Mural:** TBD



AD RESERVATION:
APRIL 26TH

MATERIALS DUE:
APRIL 28TH

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ITA members have the opportunity to showcase product in various placements around the 5th floor of Market Square and Market Square Textile Tower. With the move of the temporary exhibits from the Suites at Market Square, the 5th floor creates an elevated appearance to the show atmosphere. Four areas have been identified as potential “vignette” locations. **Each of these locations have the option for an advertiser to purchase a wall mural at the defined price on the rate card or choose to display product at a reduced rate for the May 2021 show.**



VIGNETTE GUIDELINES

- Vignette spaces are to be unoccupied.
- No building imagery is allowed in graphics of non-IMC showrooms. Exhibit locations must be shown as written in ITA Directory.
- You may paint the wall, but it is to be returned to its original color immediately following the conclusion of the show.
- You may choose to include wallpaper or wall graphics with your vignette, however, these must be easily removable. You will be responsible for installation and removal immediately following the conclusion of the show.
- IMC has provided a 24” tall wooden plank above each area that you are allowed to affix any items that must hang. Absolutely nothing is to be nailed into any other area. You may use command strips if suitable.
- Items, such as furniture and décor, may be brought in through the freight elevators. You are responsible for their immediate removal following the conclusion of the show.

If these guidelines are not adhered to, you may incur additional fees from IMC. ITA and Showtime Media & Marketing are not responsible for any items lost or stolen before, during or after the show.

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Please upload your art or photo(s) through our upload page at:

www.showtime-magazine.com

Logos must be vector or 600 dpi and at least 2" in width. Photos must be 300 dpi at actual size to be printed. No text and/or logos are allowed inside photos for product spotlights. If your file(s) are too large for email, please compress and email us a download link from a service similar to wetransfer.com (which is free!) or dropbox.com.

PRODUCT SPOTLIGHT SUBMISSIONS

- Photos must be 300 dpi at 100% or larger. Acceptable file types are .tif, .jpg or .pdf files.
- **NO** text and/or logos are allowed inside photos.

DOCUMENT SETUP FOR ADS

- **PDF/X-1a files** are required.
- Fonts must be outlined or embedded.
- Only one ad/page per PDF document. **Submit spreads as two single-page files**, including bleed on all sides on each page, and indicating right-hand page (RHP) and left-hand page (LHP) in the name of the file.
- Set the document page size to the trim size.
- No embedded profiles or ICC tagged images should be included.
- All images must be 300 dpi at actual size. Line art and rasterized type must be at least 600 dpi.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability.

The publisher is not responsible for the final reproduction quality of provided materials that do not meet the specifications of the publication.

DOCUMENT SETUP FOR SIGNAGE

- Set the document page size to the actual trim size without bleed.
- **No building imagery is allowed in signage of non-IMC showrooms.**
- All colors must be CMYK (except black text); no PMS/Pantone colors. No embedded profiles or ICC tagged images should be included.
- All images must be a minimum of 85 dpi with a maximum of 150 dpi to give you the best quality for large graphics like the elevator wraps or breezeway panels. 300 dpi at actual size is best for anything 16" x 24" or smaller. Line art and rasterized type must be at least 600 dpi.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability.

The publisher is not responsible for the final reproduction quality of provided materials that do not meet the specifications of the publication.

HOW TO INCLUDE VIDEO WITH AD SUBMISSION

Video links will be embedded into the publication upon uploading to our hosting platform. To make this opportunity happen, you need to supply us with a YouTube or a Vimeo link to your publicly available video. Video submissions can be as large as your entire ad area or a portion of your ad. If you choose just a portion of your ad, please designate the size and placement of your video with a box.

- ✓ DO provide Vimeo links in only this format: **https://vimeo.com/123456789**
- ✓ DO get creative with the size! Go vertical or horizontal.
- ✗ DO NOT have your video set to private or non-published. Make sure it is set to public.
- ✗ DO NOT provide a link from another service other than YouTube or Vimeo. We can not guarantee the link will work with our platform.
- ✗ DO NOT embed your video content behind a paywall.
- ✗ DO NOT let your video size be smaller than 210x120px or 120x210px.

IMPORTANT NOTES

- Please follow the print specifications and double check spelling and showroom location for accuracy. If a replacement file is required, you may incur additional charges.
- **Exhibit locations must be shown as written in ITA Directory.**
- All advertising is subject to ITA approval.
- All signed agreements are firm. Cancellations are non-refundable.
- Additional charges will apply for any necessary alterations to files.