



INTERWOVEN

TEXTILE FAIR BY ITA™



Media Kit
NOV 14-16, 2023

INTERWOVEN

TEXTILE FAIR BY ITA™

New and improved ways to reach your buyers.

- Advertising Packages
- Magazine Advertising
- Show Guide Advertising
- Website Banner Advertising
- Email Banner Advertising
- Social Media Advertising
- **NEW!!** Signage Advertising

Our goal is to present you and your products in a way that accelerates growth.

INTERWOVEN

TEXTILE FAIR BY ITA™

ADVERTISING PACKAGES

Diamond

INVESTMENT:

\$12,000

À LA CARTE:

\$18,100

SAVINGS:

\$6,100

Sold!

Magazine Ad - Back Cover

Full page ad

Product Photography

3 hero images

Product Video

:30 seconds

4-Page Advertorial

Interview with product story

Homepage Banner Ad

1 banner ad the day
before Interwoven

Email Banner Ad

1 banner ad on the
Registration email

Signage at Interwoven

2 large elevator ads

INTERWOVEN

TEXTILE FAIR BY ITA™

ADVERTISING PACKAGES

Platinum

INVESTMENT:

\$10,000

À LA CARTE:

\$15,450

SAVINGS:

\$5,450

Sold!

Magazine Ad - Inside Front Cover

Spread ad - includes creative services

Product Photography

3 hero images

Product Video

:30 seconds

4-Page Advertorial

Interview with product story

Homepage Banner Ad

1 banner ad on the 1st day of Interwoven

Email Banner Ad

1 banner ad on the Registration email

Signage at Interwoven

1 large elevator ad

INTERWOVEN

TEXTILE FAIR BY ITA™

ADVERTISING PACKAGES

Gold

INVESTMENT:

\$8,500



À LA CARTE:

\$12,600

SAVINGS:

\$4,100

Magazine Ad - Inside Back Cover

Spread ad - includes
creative services

Product Photography

3 hero images

Product Video

:30 seconds

2-Page Advertorial

Interview with product story

Homepage Banner Ad

1 banner ad on the 2nd
day of Interwoven

Signage at Interwoven

1 regular elevator ad

INTERWOVEN

TEXTILE FAIR BY ITA™

ADVERTISING PACKAGES

Silver

INVESTMENT:

\$6,500

Sold!

À LA CARTE:

\$10,200

SAVINGS:

\$3,700

Magazine Ad - Full Page
Includes creative services

Product Photography
3 hero images

Product Video
:30 seconds

2-Page Advertorial
Interview with product story

Includes creative services by Crobar Creative Leverage.

INTERWOVEN

TEXTILE FAIR BY ITA™

INTERWOVEN MAGAZINE

AD RESERVATION:

August - 1st

MATERIALS DUE:

August - 15th



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- As a complimentary service, our creative team can design the ad for you! You simply provide the image, copy, and logo.
- You can also submit your own creative.



SPREAD
\$4,500

FULL-PAGE
\$3,250

HALF-PAGE
\$2,000

Reference page 47 for print specifications.

INTERWOVEN

TEXTILE FAIR BY ITA™

SHOW GUIDE

AD RESERVATION:

August - 15th

MATERIALS DUE:

September - 1st



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

ITALY'S FINEST

With an over 100 year history and a dedication to quality, Optima Leathers delivers true luxury at an accessible price point. To see the full line and learn more, visit Optima Leathers' showroom in MS 506 or online at optimalleathers.com.



optima
leathers

NEW PATTERNS
OF LUXURY AND
PERFORMANCE

Ultrasuede® is now available
in two classic patterns.



ultrasuede®
Beautiful Possibilities

VISIT US AT INTERWOVEN Booth MST-507
and online at ULTRASUEDE.US
Manufacturer inquiries to helen.linterbo@mail.com



INQUIRED ULTRASUEDE.US

Visit us at
INTERWOVEN
Booth MST-505



DESIGN LINE
"VIRAGE"

outdura®
THE OUTDOOR FABRIC SPECIALIST
SINCE 1975



BACK COVER
\$3,000

FULL-PAGE
\$2,500

HALF-PAGE
\$1,500

Sold!

Reference page 47 for print specifications.

INTERWOVEN

TEXTILE FAIR BY ITA™

WEB BANNERS

AD RESERVATION:

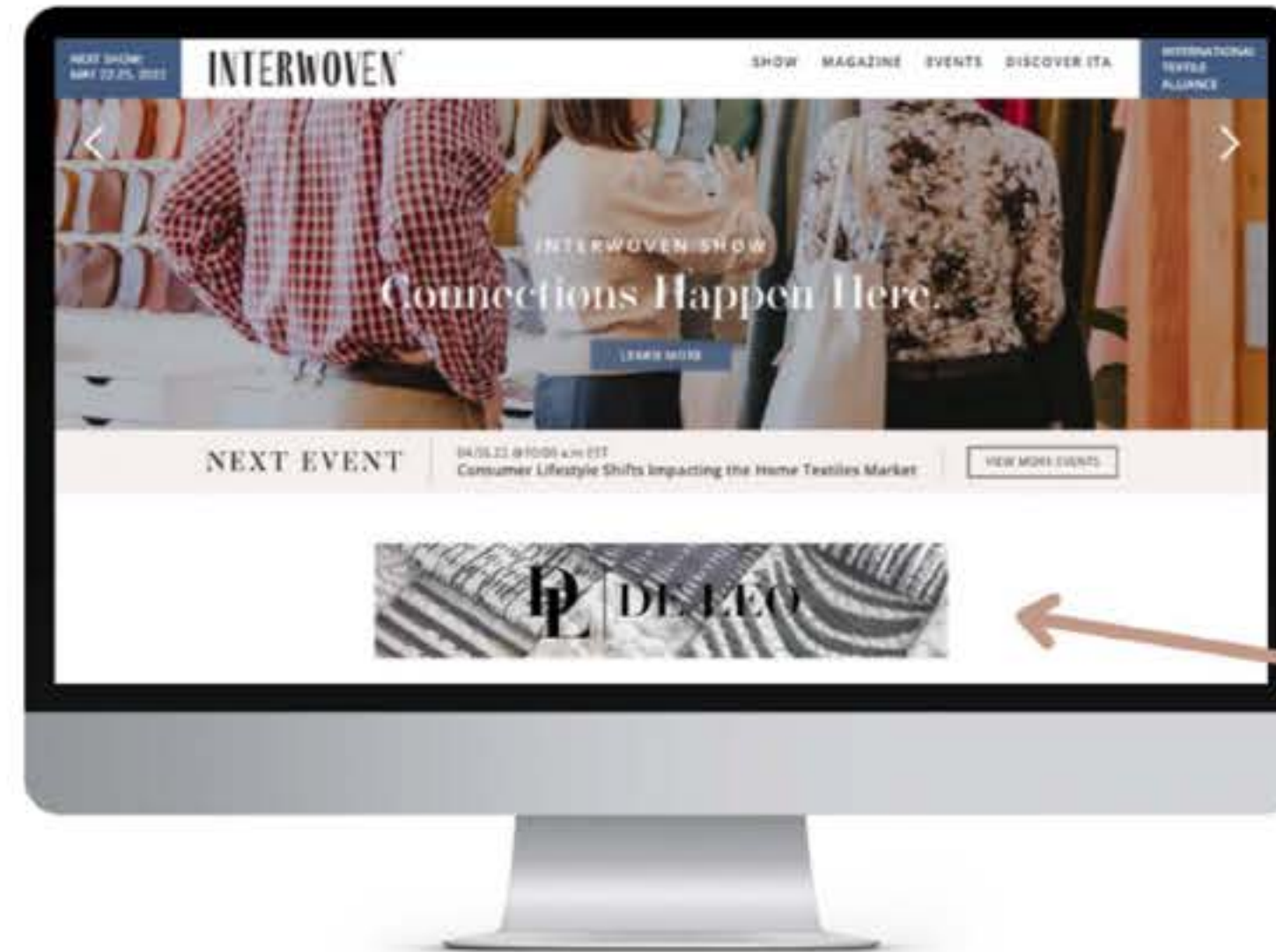
August - 15th

MATERIALS DUE:

September - 1st



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.



SCHEDULE:

- (7 Days) 2 Weeks Out - \$500.00
- (3 Days) Week Before - \$450.00
- Pre-Show - \$350.00
- During Show - \$250.00
- (7 Days) Week After - \$750.00

Reference Page 48 for Digital Specs.
Banner will link to product/company's homepage.

INTERWOVEN

TEXTILE FAIR BY ITA™

EMAIL BANNERS

AD RESERVATION:

August - 15th

MATERIALS DUE:

September - 1st



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.



SCHEDULE:

- Dedicated Member Emails - \$650
- Interwoven Reminder Emails - \$450

Reference Page 48 for Digital Specs.
Banner will link to product/company's homepage.

INTERWOVEN

TEXTILE FAIR BY ITA™

SOCIAL MEDIA

AD RESERVATION:

August - 15th

MATERIALS DUE:

September - 1st



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.



PRE-SHOW:

- Row takeover (3 posts) - \$500
- Single grid post - \$350

DURING SHOW:

- Row takeover (3 posts) - \$350
- Single grid post - \$250

POST-SHOW:

- Row takeover (3 posts) - \$250
- Single grid post - \$200

"A new customer saw our Instagram post
and stopped by our showroom!"
- Milliken Textiles

INTERWOVEN

TEXTILE FAIR BY ITA™

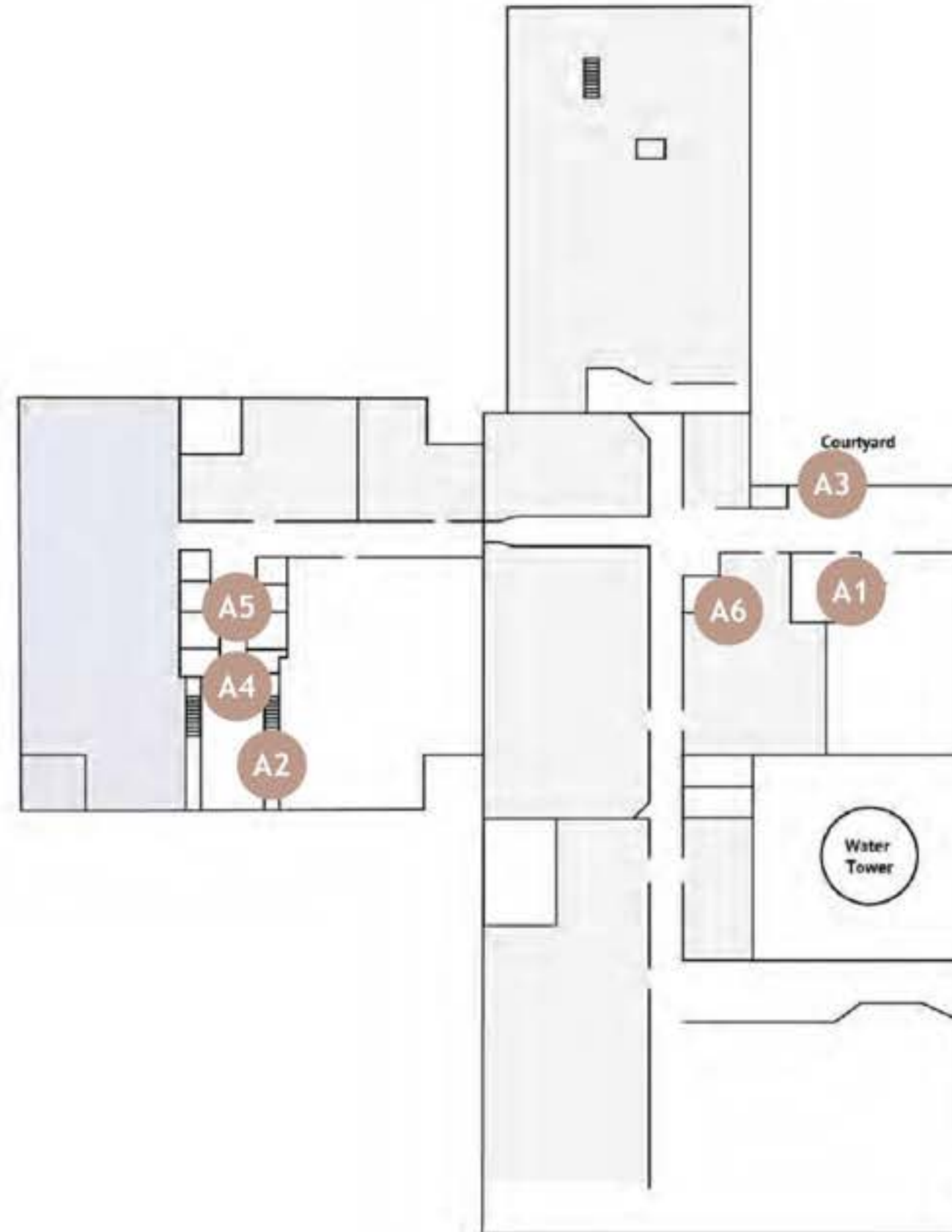
SIGNAGE 1st Floor - A

AD RESERVATION:

August - 15th

MATERIALS DUE:

September - 1st



- A1** Courtyard Entrance - Registration Wall: \$1,000
118.75" x 51.5" Bleed: 119" x 51.75"
- A2** Tower 1 - Registration Walls A and B: \$1,000 each
97.5" x 47.25" Bleed: 97.75" x 47.5"
- A2** Tower 1 - Registration Wall Panels: \$400 each
24" x 36" Bleed: 24.25" x 36.25"
- A3** Courtyard Elevators - Exterior Wraps: \$875 each
42" x 84" Bleed: 42.25" x 84.25"
- A3** Courtyard Elevators - Interior Wraps: \$875 each
42" x 84" Bleed: 42.25" x 84.25"
- A3** Courtyard Elevators - Interior Panels: \$400 each
24" x 36" Bleed: 24.25" x 36.25"
- A4** Tower 1 Elevators - Lobby Panels: \$750 each
21" x 39" Bleed: 21.25" x 39.25"
- A5** Tower 1 Elevators - Interior Wraps : \$850 each
42.5" x 83.75" Bleed: 42.75" x 84"
- A5** Tower 1 Elevators - Interior Panels: \$400 each
16" x 24" Bleed: 16.25" x 24.25"
- A6** Direct Elevator - Exterior and Interior Wraps: \$1,075 each
58" x 83.5" Bleed: 58.25" x 83.75"
- A6** Direct Elevator Interior Panel: \$650
40" x 33" Bleed: 40.25" x 33.25"

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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 1st Floor - A1



A1

Courtyard Entrance - Registration Wall: \$1,000
118.75" x 51.5" Bleed: 119" x 51.75"

Sold!



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 1st Floor - A1



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- A2** Tower 1 Entrance - Registration Wall A: \$1,000
97.5" x 47.25" Bleed: 97.75" x 47.5"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 1st Floor - A2



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

A2 Tower 1 Entrance - Registration Wall B: \$1,000
97.5" x 47.25" Bleed: 97.75" x 47.5"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 1st Floor - A2



- A2** Tower 1 Entrance - Registration Wall Panels: \$400 each
24" x 36" Bleed: 24.25" x 36.25"



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 1st Floor - A3



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- A3** Courtyard Elevators - Exterior Wraps: \$875 each
42" x 84" Bleed: 42.25" x 84.25"

(Left)



(Right)



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 1st Floor - A3



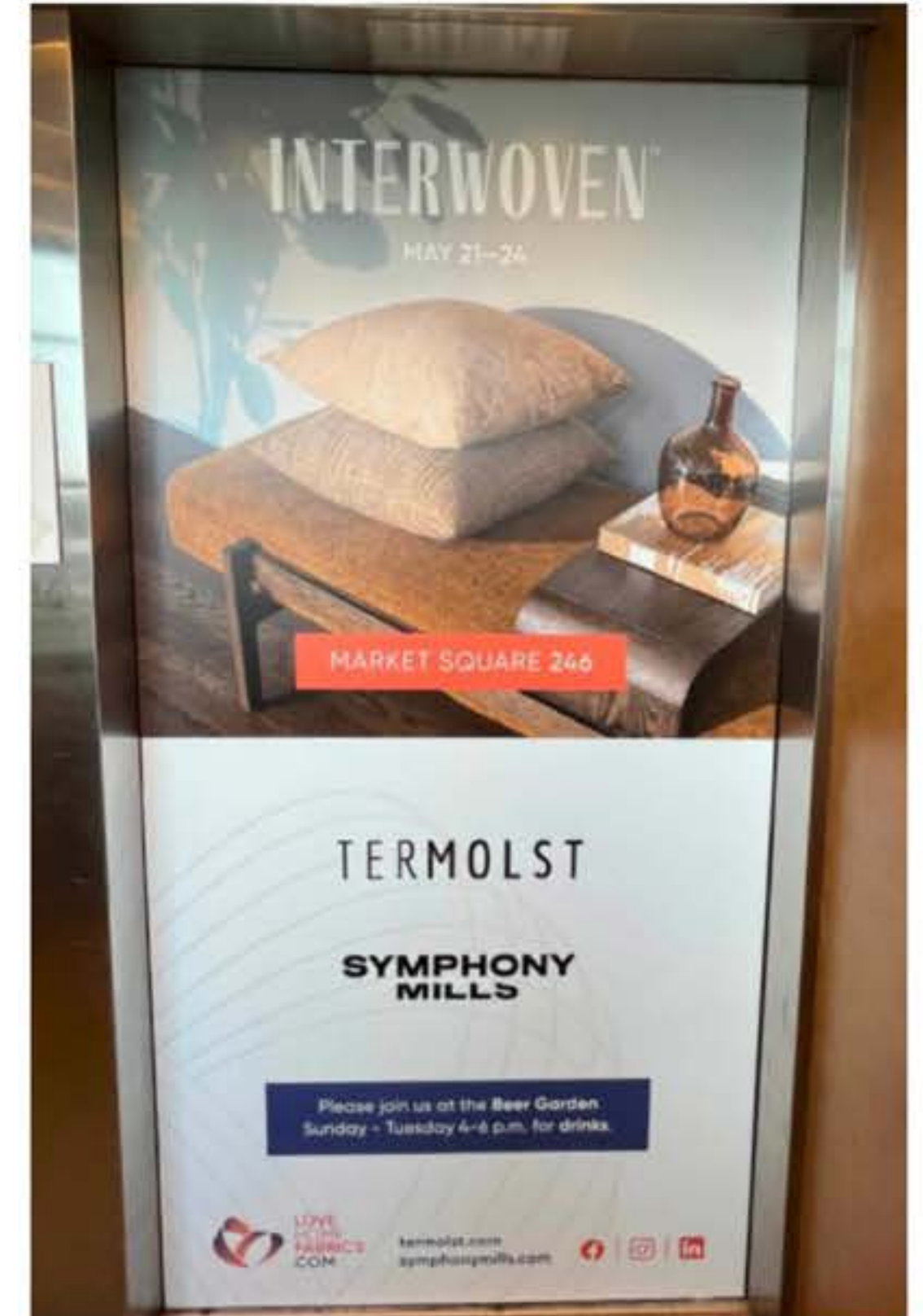
Rates, deadlines and availability are subject to change without notice. Rates listed and placements offered are not guaranteed until a contract has been signed by both parties. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- A3** Courtyard Elevators - Interior Wraps: \$875 each
42" x 84" Bleed: 42.25" x 84.25"

(Left)



(Right)



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE

1st Floor - A3



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

A3 Courtyard Elevators - Interior Panels: \$400 each
24" x 36" Bleed: 24.25" x 36.25"

(Left x2)



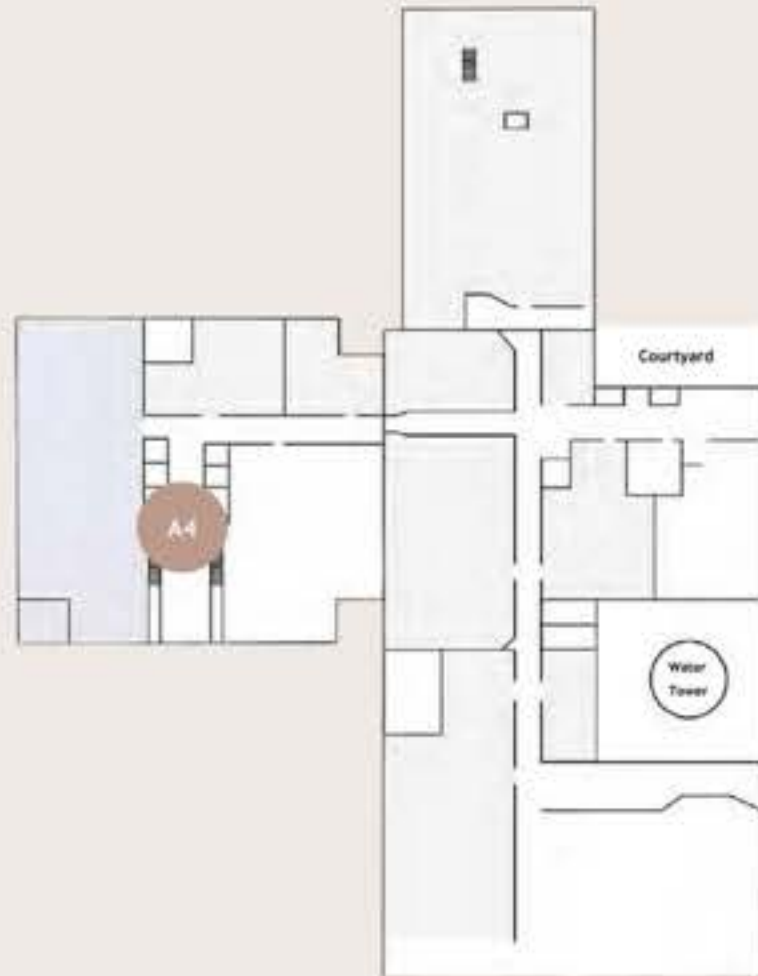
(Right x2)



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 1st Floor - A4



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- A4 Tower 1 Elevators - Lobby Wall Panels: \$750 each
21" x 39" Bleed: 21.25" x 39.25"

(Left)

Sold!



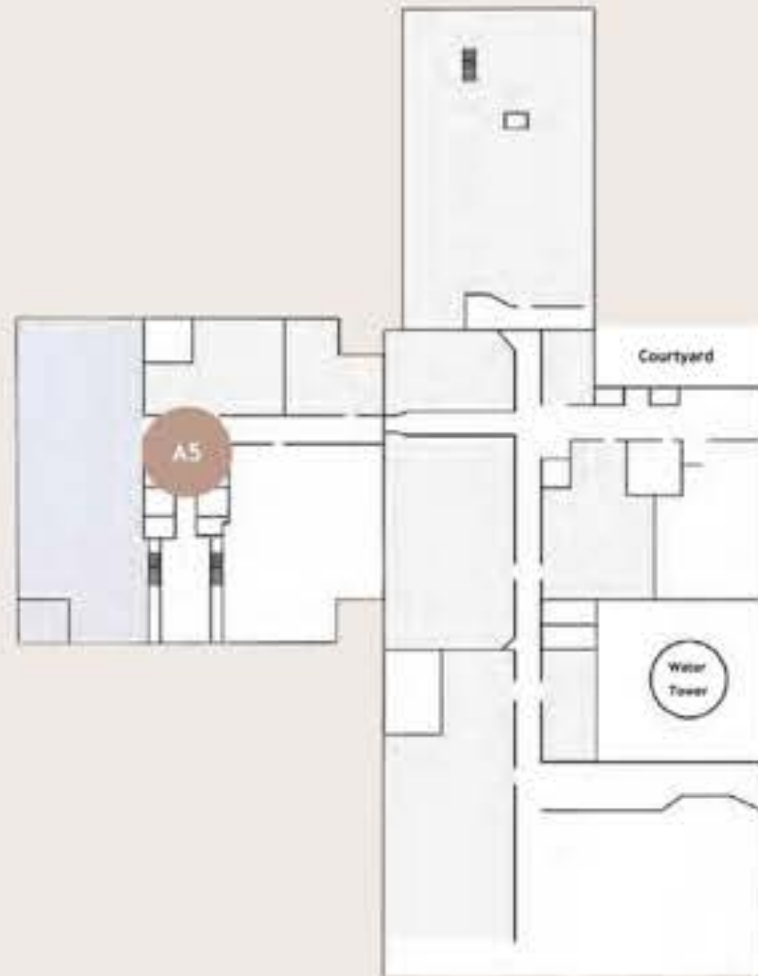
(Right)



INTERWOVEN

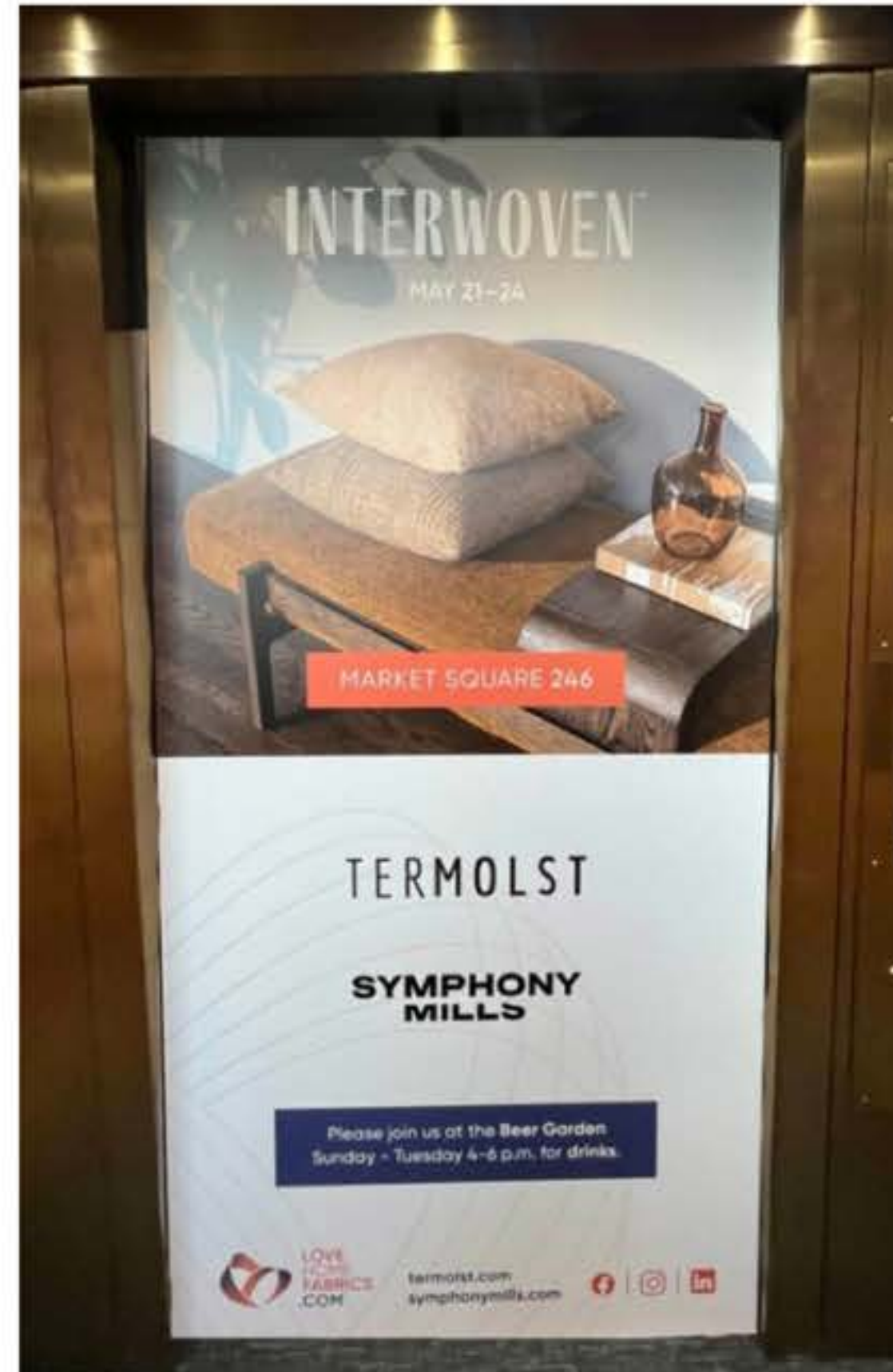
TEXTILE FAIR BY ITA™

SIGNAGE 1st Floor - A5



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

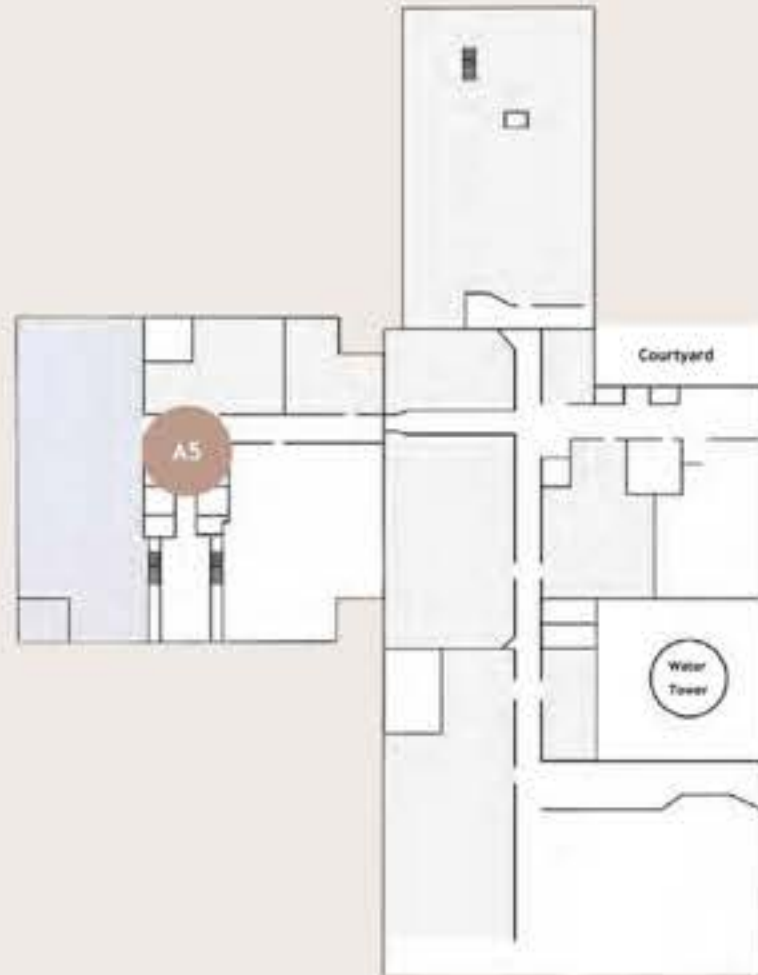
- A5 Tower 1 Elevators - Interior Wraps: \$850**
42.5" x 83.75" Bleed: 42.75" x 84"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 1st Floor - A4

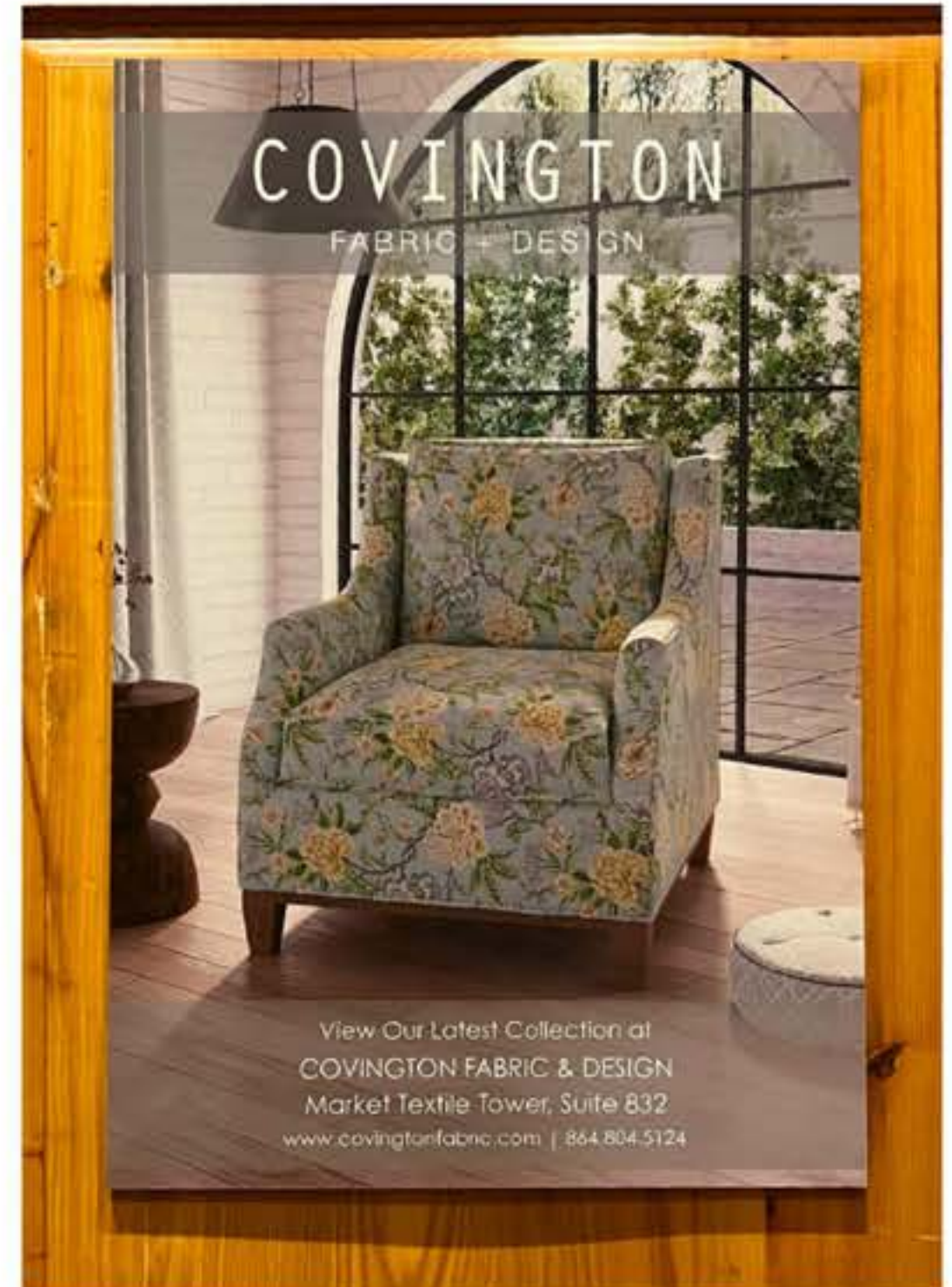
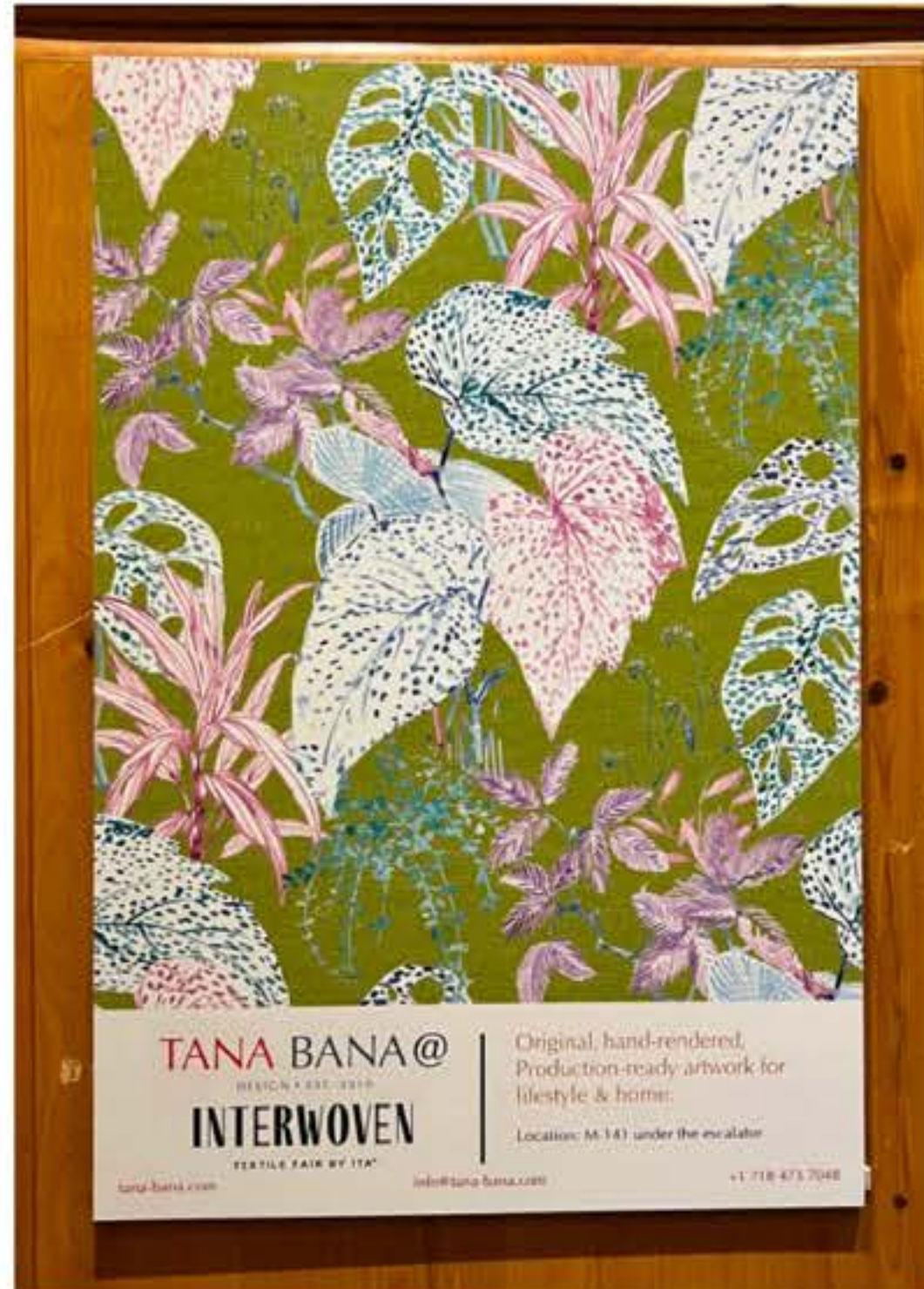


Rates, deadlines and availability are subject to change without notice. Rates listed and placements offered are not guaranteed until a contract has been signed by both parties. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

A5

Tower 1 Elevators - Interior Panels: \$400 each
16" x 24" Bleed: 16.25" x 24.25"

Sold!



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 1st Floor - A5



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- A6** Direct Elevator - Exterior and Interior Wraps: \$1,075 each
58" x 83.5" Bleed: 58.25" x 83.75"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 1st Floor - A5



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

A6 Direct Elevator - Interior Panel: \$650
40" x 33" Bleed: 40.25" x 33.25"



INTERWOVEN

TEXTILE FAIR BY ITA™

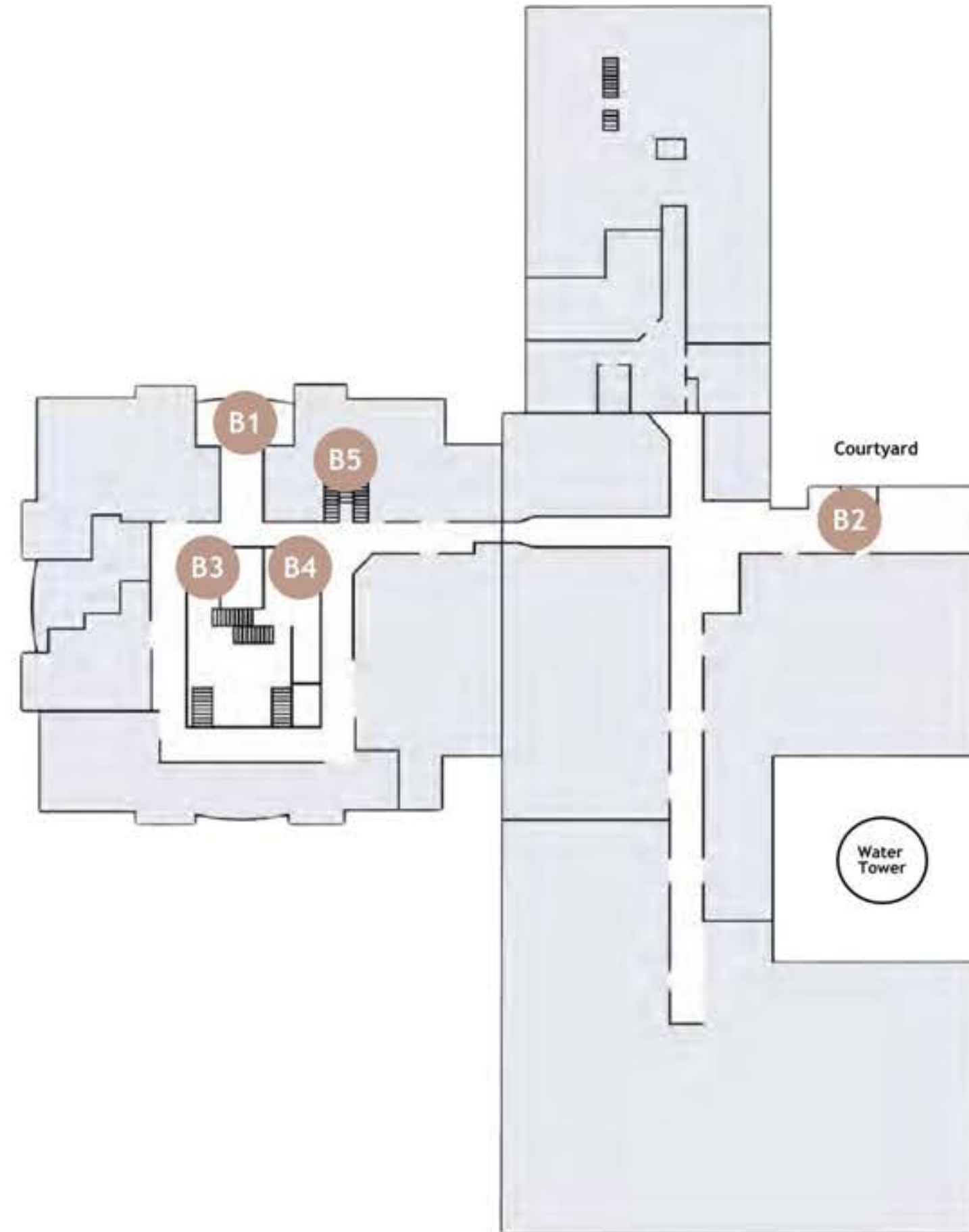
SIGNAGE 2nd Floor - B

AD RESERVATION:

August - 15th

MATERIALS DUE:

September - 1st



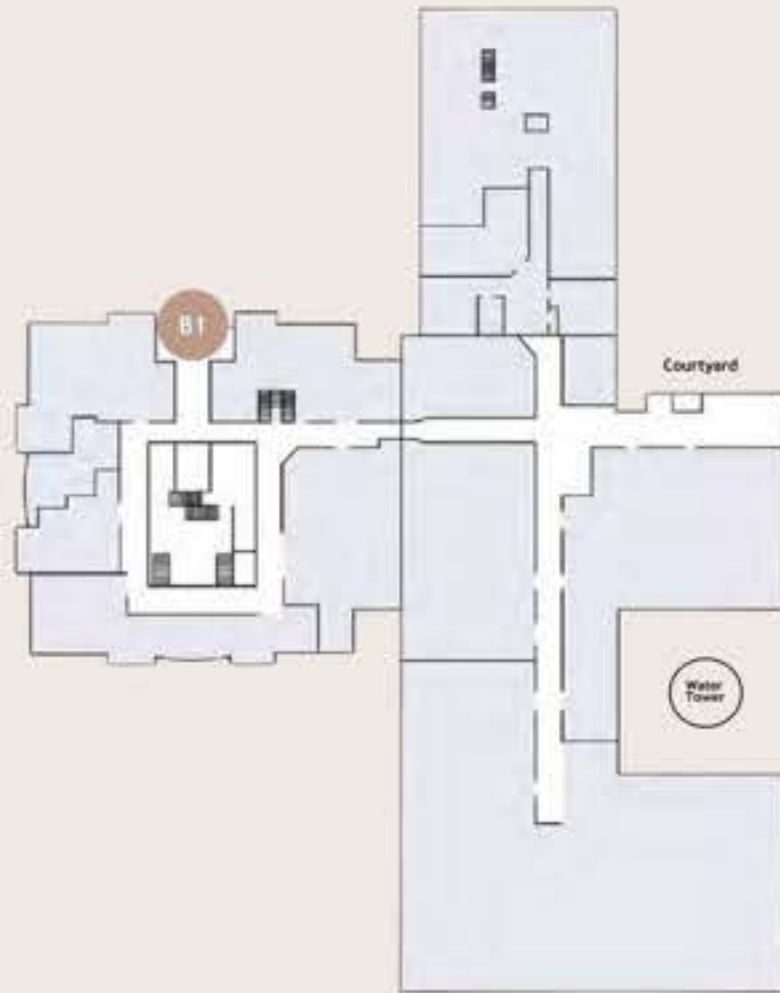
- B1** Tower 2 Entrance - Door Wrap: \$1,250
107" x 48.5" Bleed: 107.25" x 48.75"
- B1** Tower 2 - Registration Walls A and B: \$1,000 each
96" x 48" Bleed: 96.25" x 48.25"
- B1** Tower 2 Entrance - Column Banners: \$400 each
12" x 50" Bleed: 12.25" x 50.25"
- B2** Courtyard Elevators - Exterior Wraps: \$850 each
42" x 84" Bleed: 42.25" x 84.25"
- B3** Half Wall Mural: \$1,000
119.5" x 48" Bleed: 119.75" x 48.25"
- B4** Full Wall Mural: \$1,500
119.5" x 99" Bleed: 119.75" x 99.25"
- B5** Staircase Full Wall Mural: \$2,500
142.5" x 119.5" Bleed: 142.75" x 119.75"
- B5** Staircase Half Wall Mural: \$1,500
142.5" x 60" Bleed: 142.75" x 60.25"

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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 2nd Floor - B1



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

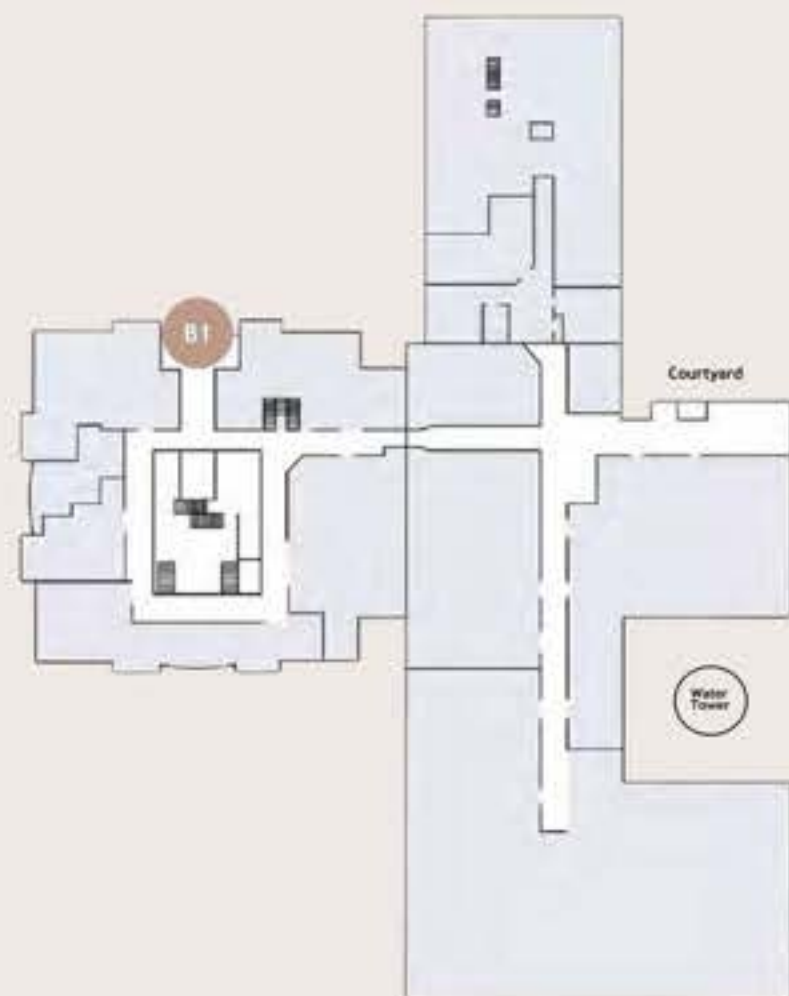
- B1** Tower 2 Entrance - Door Wrap: \$1,250
30.25" x 72" Bleed: 30.5" x 72.25"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 2nd Floor - B1



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

B1

Tower 2 Entrance - Registration Wall A: \$1,000

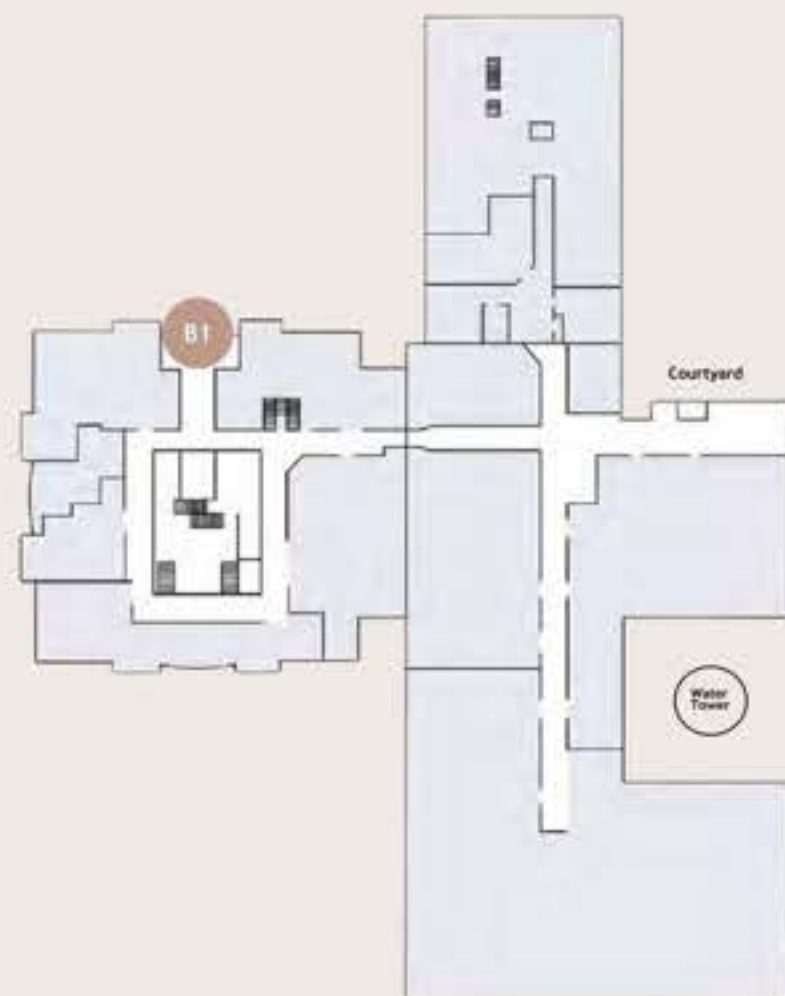
107" x 48.5" Bleed: 107.25" x 48.75"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 2nd Floor - B1



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

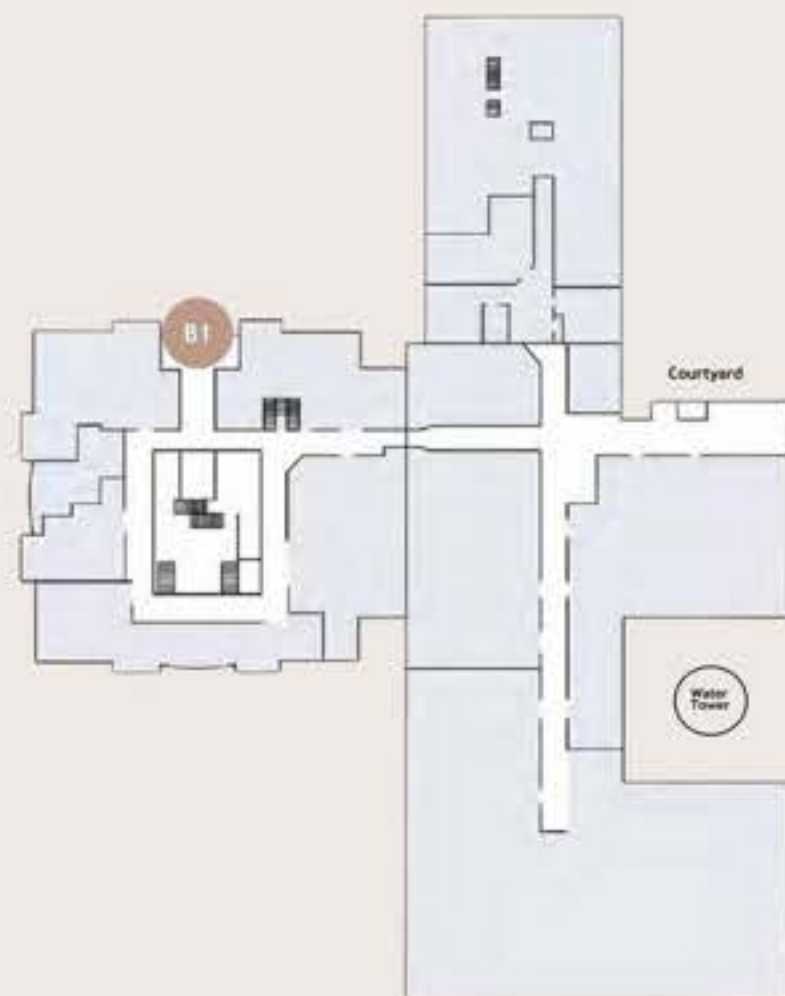
- B1** Tower 2 Entrance - Registration Wall B: \$1,000
107" x 48.5" Bleed: 107.25" x 48.75"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 2nd Floor - B1



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

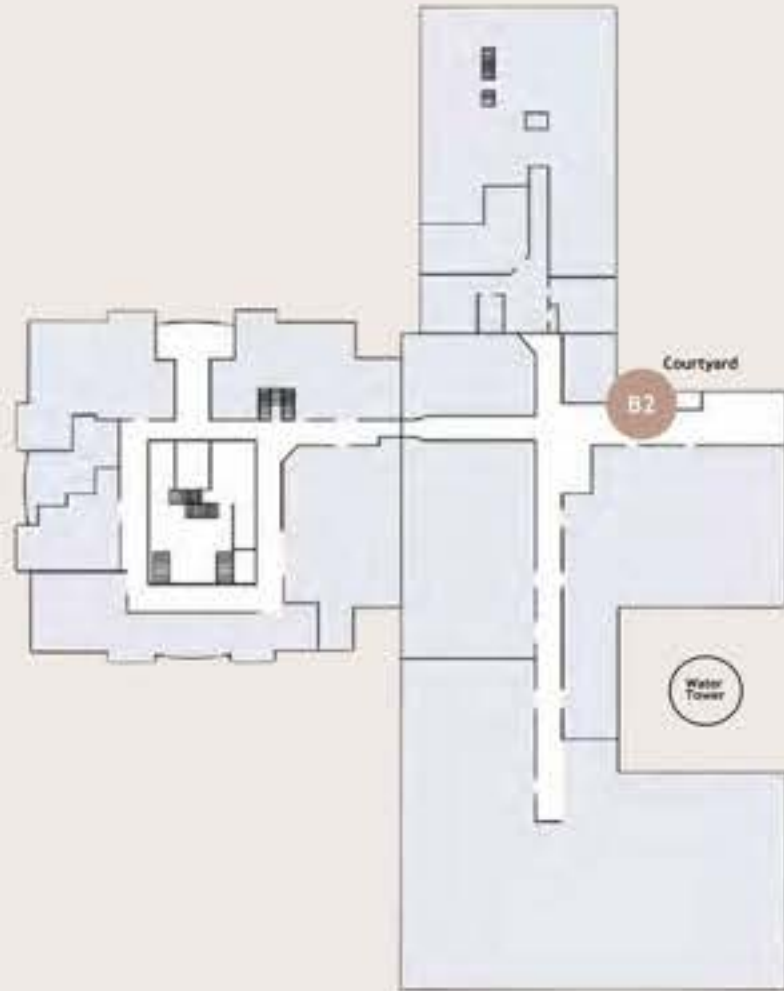
- B1** Tower 2 Entrance - Column Banners: \$400 each
12" x 50" Bleed: 12.25" x 50.25"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 2nd Floor - B2



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- B2** Courtyard Elevators - Exterior Wraps: \$850 each
42" x 84" Bleed: 42.25" x 84.25"

(Left)



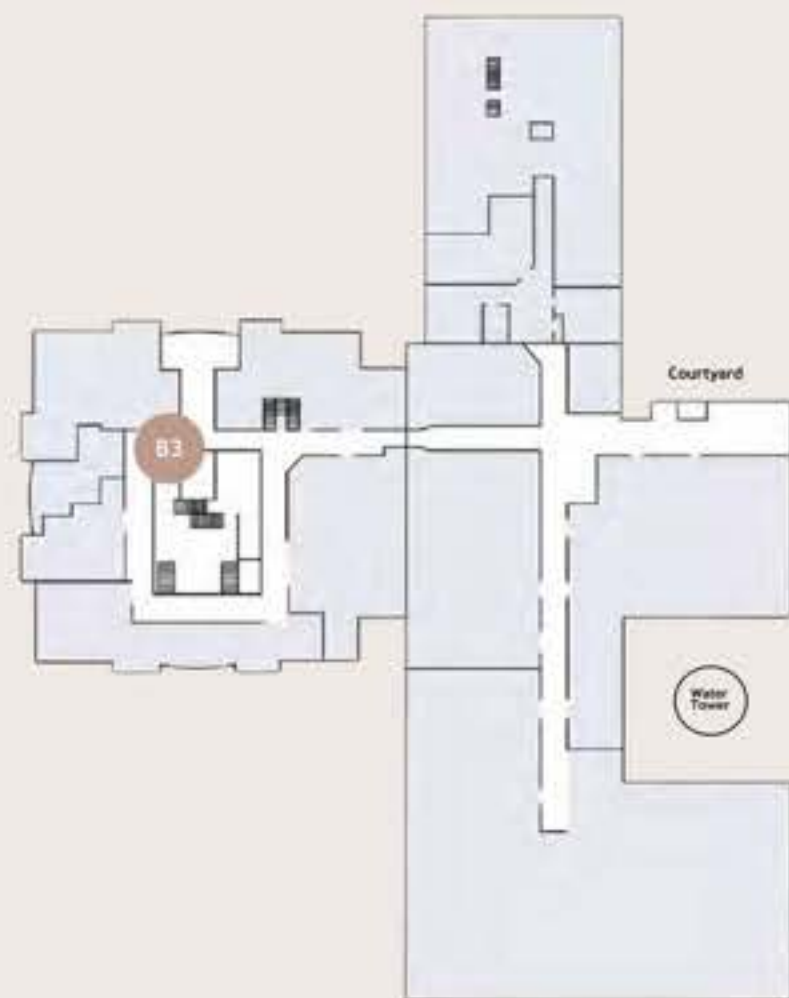
(Right)



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 2nd Floor - B3



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

B3

Half Wall Mural: \$1,000

119.5" x 48" Bleed: 119.75" x 48.25"

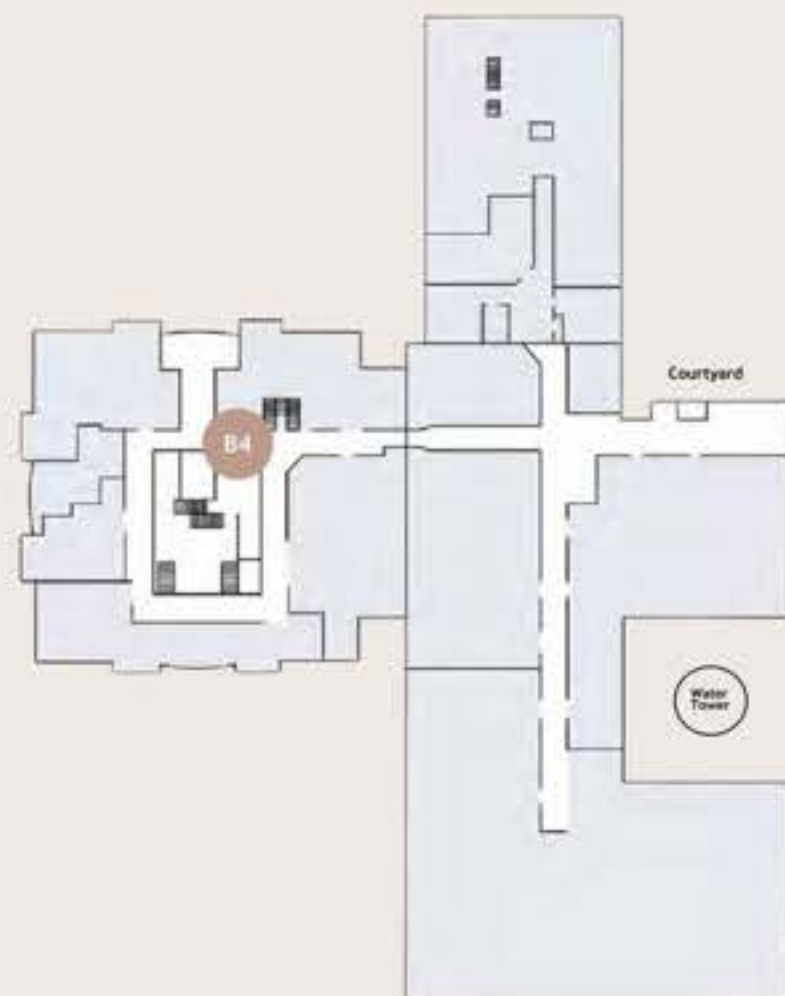
Sold!



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 2nd Floor - B4



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

B4

Full Wall Mural: \$1,500
119.5" x 99" Bleed: 119.75" x 99.25"

Sold!



kravet *Portfolio*

Visit Kravet's new showroom location
on the third floor.

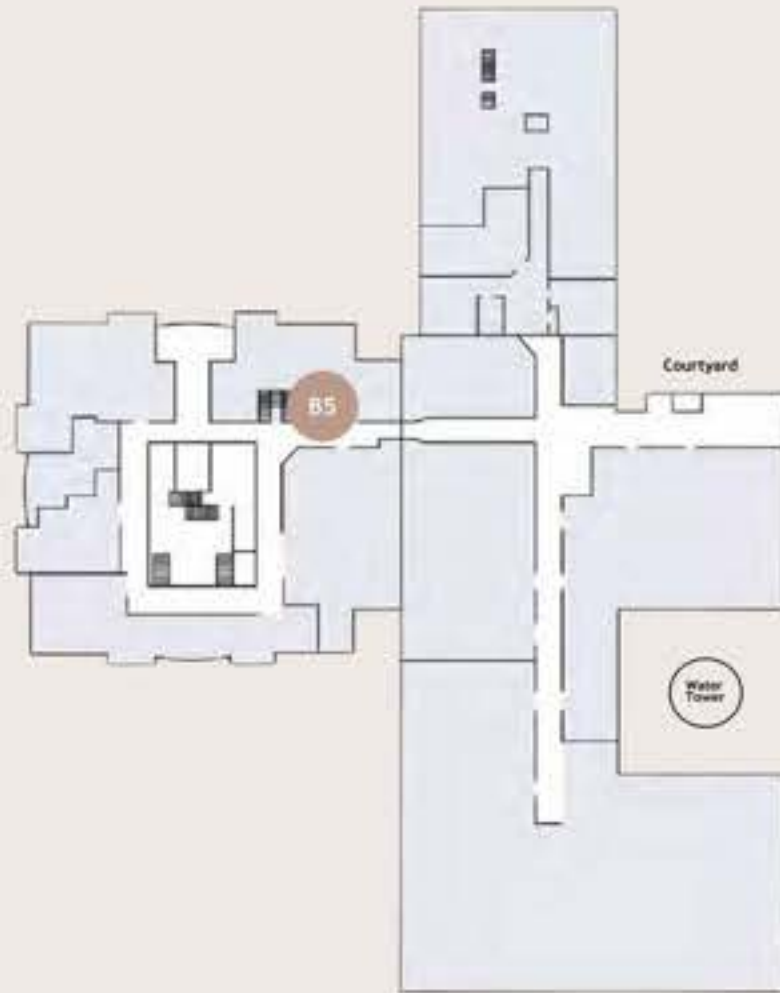
Explore the latest textiles, including the newest
introduction from Candice Olson, a collection of
nature inspired palettes, textures and patterns.

kravet.com • @kravetinc

INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 2nd Floor - B5



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

B5 Staircase Full Wall Mural: \$2,500
142.5" x 119.5" Bleed: 142.75" x 119.75"

B5 Staircase Half Wall Mural: \$1,500
142.5" x 60" Bleed: 142.75" x 60.25"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 5th Floor - C

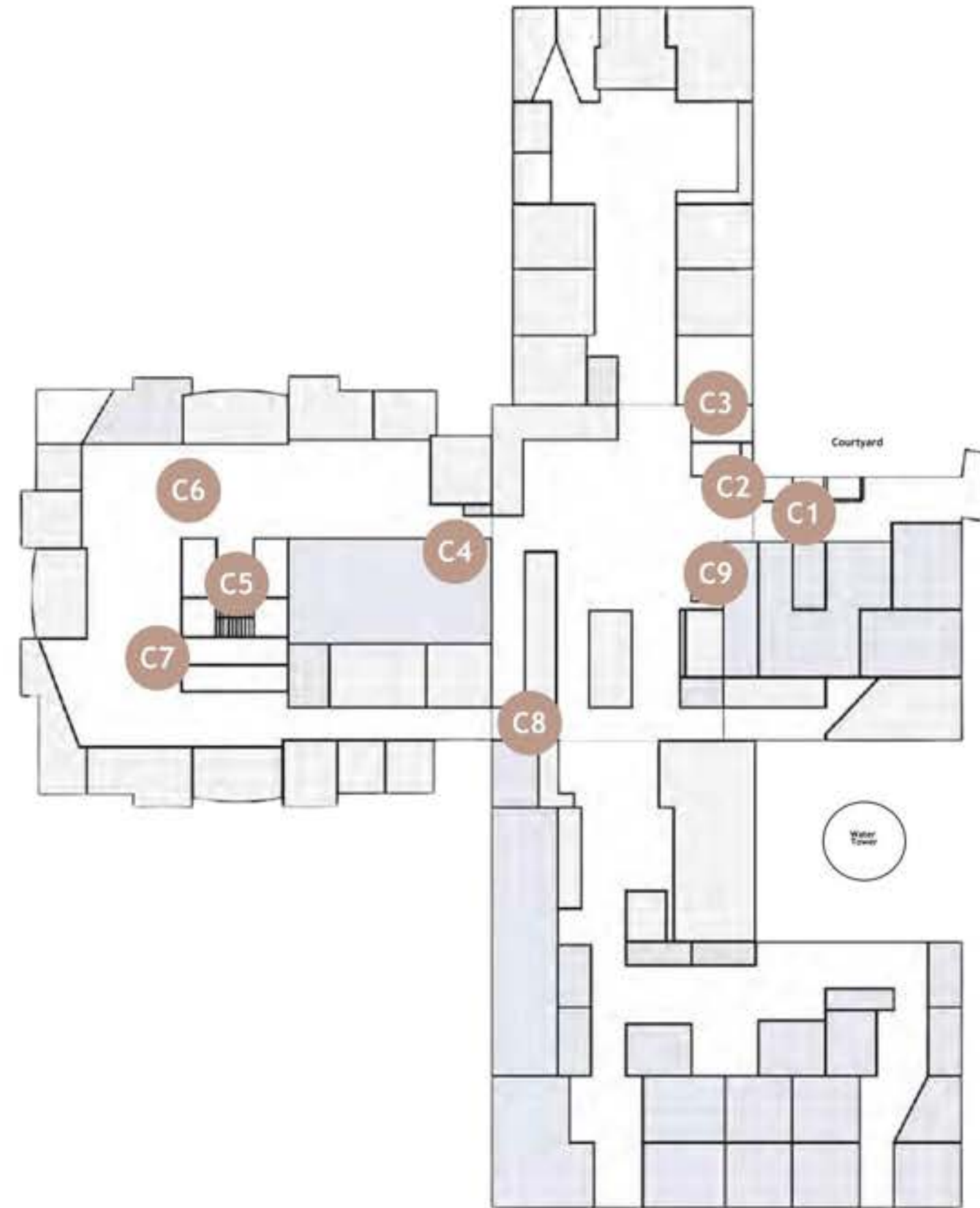
AD RESERVATION:

August - 15th

MATERIALS DUE:

September - 1st

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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.



- C1** Courtyard Elevators - Exterior Wraps: \$850 each
42" x 84" Bleed: 42.25" x 84.25"
- C1** Courtyard Lobby - Wall Mural: \$1,500
112.5" x 100" Bleed: 112.75" x 100.25"
- C2** Courtyard Walkway - Wall Mural: \$1,250
101" x 75" Bleed: 101.25" x 75.25"
- C3** MS - Wall Mural: \$1,250
92" x 81.5" Bleed: 92.25" x 81.75"
- C4** MS Walkway - Wall Mural: \$1,250
101" x 75" Bleed: 101.25" x 75.25"
- C5** Tower Elevators - Wall Mural: \$1,250
92" x 81.5" Bleed: 92.25" x 81.75"
- C6** Tower Lobby - Wall Mural A: \$1,450
129" x 76.75" Bleed: 129.25" x 77"
- C6** Tower Lobby - Wall Mural B: \$1,450
129" x 76.75" Bleed: 129.25" x 77"
- C7** Tower Walkway - Wall Mural: \$1,650
158.25" x 79.75" Bleed: 158.50" x 80"
- C8** Factory Walkway - Wall Mural: \$1,250
101" x 75" Bleed: 101.25" x 75.25"
- C9** Direct Elevator - Exterior Wrap: \$1,075
58" x 83.5" Bleed: 58.25" x 83.75"

INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 5th Floor - C1



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- C1** Courtyard Elevators - Exterior Wrap: \$850 each
42" x 84" Bleed: 42.25" x 84.25"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 5th Floor - C1



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- C1** Courtyard Lobby - Wall Mural: \$1,500
112.5" x 100" Bleed: 112.75" x 100.25"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE

5th Floor - C2



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

C2 Courtyard Walkway - Wall Mural: \$1,250
101" x 75" Bleed: 101.25" x 75.25"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE

5th Floor - C3



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- C3** MS - Wall Mural: \$1,250
101" x 75" Bleed: 101.25" x 75.25"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 5th Floor - C4

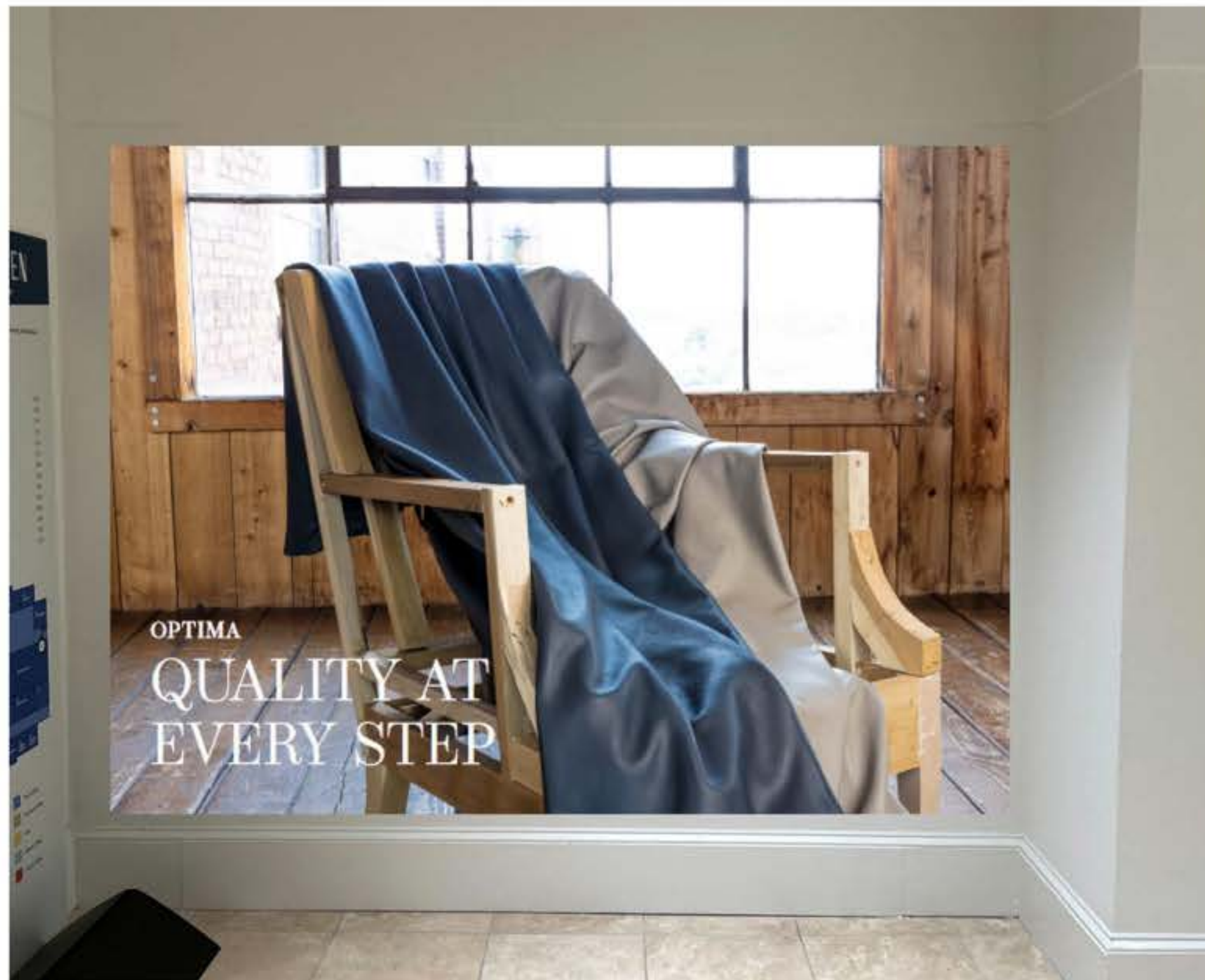


Rates, deadlines and availability are subject to change without notice. Rates listed and placements offered are not guaranteed until a contract has been signed by both parties. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

C4

MS Walkway - Wall Mural: \$1,250

101" x 75" Bleed: 101.25" x 75.25"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 5th Floor - C5



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- C5 Tower Elevators - Wall Mural: \$1,250
92" x 81.5" Bleed: 92.25" x 81.75"

INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE

5th Floor - C6



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- C6** Tower Lobby - Wall Mural A: \$1,450
129" x 76.75" Bleed: 129.25" x 77"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 5th Floor - C6



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- C6** Tower Lobby - Wall Mural B: \$1,450
129" x 76.75" Bleed: 129.25" x 77"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 5th Floor - C7



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- C7** Tower Walkway - Wall Mural: \$1,650
158.25" x 79.75" Bleed: 158.50" x 80"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE

5th Floor - C8



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

C8

Factory Walkway - Wall Mural: \$1,250

101" x 75" Bleed: 101.25" x 75.25"



INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE 5th Floor - C9



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. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all membership.

- C9** Direct Elevator - Exterior Wrap: \$1,075
58" x 83.5" Bleed: 58.25" x 83.75"





SPECIFICATIONS AND FUN FACTS



CIRCULATIONS - 5,150

This number is based on 3% pass rate of 5,000 magazines.

**REACH - 13,000
INDUSTRY PROFESSIONALS**

This number is based on email and social media.

BRAND SHOPPERS

Crate&Barrel

CB2

JOANN

BURROW

L A Z BOY

BALLARD DESIGNS

ANTHROPOLOGIE

UNIVERSAL
EXPLORE HOME

WILLIAMS-SONOMA

CENTURY

INTERWOVEN

TEXTILE FAIR BY ITA™

PRINT SPECIFICATIONS

Logos must be vector or 600 dpi and at least 2" 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.

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 ADS

- Hi Res 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.
- All images must be converted to CMYK color profile.
- Include crop marks and minimum 1/8" bleed.

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 the 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.

DOCUMENT SETUP FOR SIGNAGE

- Hi Res PDF or native artwork files are required.
- Set the document page size to the actual trim size.
- 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 100 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. Line art and rasterized type must be at least 600 dpi.
- All images must be converted to CMYK color profile.
- Include crop marks and minimum 1/4" bleed.

MAGAZINE

Full Page:

Bleed: 9.25" x 11.25"

Trim: 9.00" x 11.00"

Live Area: 8.125" x 10.125"

Half Page:

Bleed: 8.625" x 6.00"

Trim: 8.375" x 5.75"

Live Area: 7.5" x 4.875"

SHOW GUIDE

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"

INTERWOVEN

TEXTILE FAIR BY ITA™

DIGITAL SPECIFICATIONS

Logos must be vector or 600 dpi and at least 2" 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.

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.

BRANDED EXAMPLE



TEMPLATE

Website Ad

120px X 600px

(Retina: 240px X 1200px)

Accepted file types: Static JPG or animated GIF
Maximum File Size: 200kb

Recommended Minimum Font Size: 9pt

Social Media

540px X 540px
(Retina: 1080px X 1080px)

Accepted file types: Static JPG or animated GIF
Maximum File Size: 200kb

Recommended Minimum Font Size: 9pt

Email Banner AD

536px X 107px
(Retina: 1072px X 214px)

Accepted file types: Static JPG or animated GIF
Maximum File Size: 200kb

Recommended Minimum Font Size: 9pt

Website Ad

336px X 280px
(Retina: 672px X 560px)

Accepted file types: Static JPG or animated GIF
Maximum File Size: 200kb

Recommended Minimum Font Size: 9pt

Website Ad/Email Ad (Static Only - Email)

160 X 210px
(Retina: 672px X 560px)

Accepted file types: Static JPG or animated GIF
Maximum File Size: 200kb

Recommended Minimum Font Size: 9pt



INTERWOVEN

TEXTILE FAIR BY ITA™



Direct Inquiries to Tanner Slepp

PHONE NUMBER:
(336) 707-8783

EMAIL ADDRESS:
InterwovenSales@CrobarCreative.com



Media Kit
NOV 14-16, 2023