

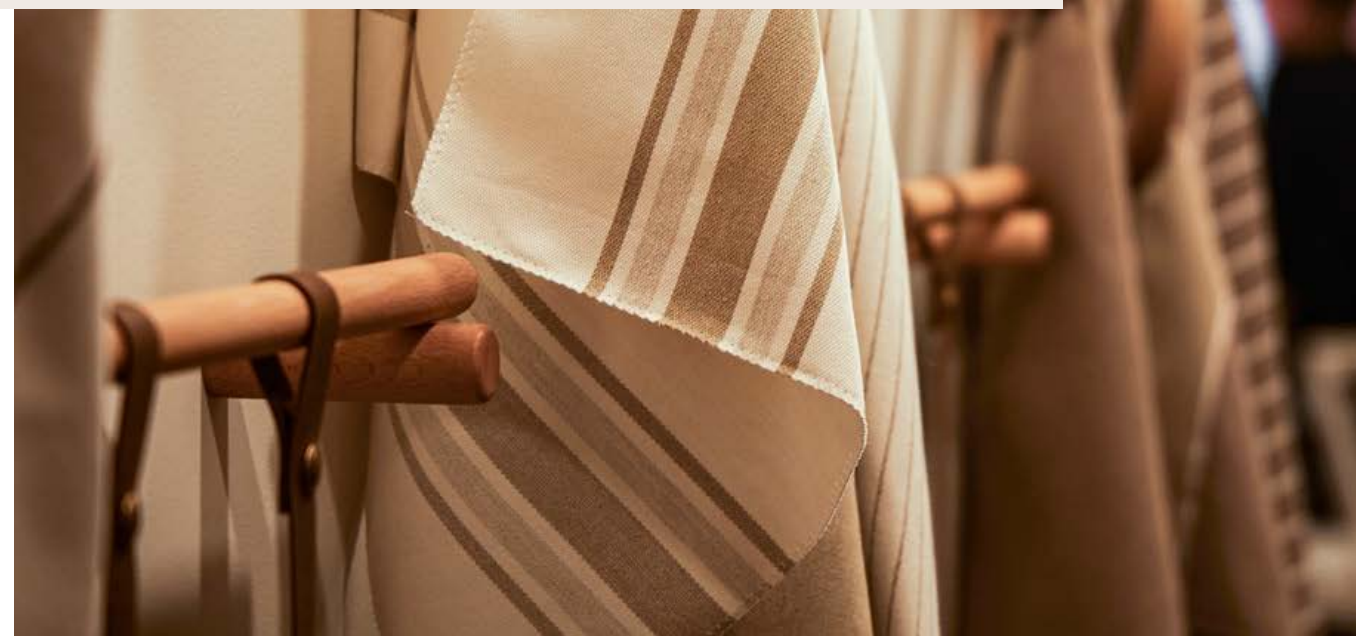


INTERWOVEN

TEXTILE FAIR BY ITA™



Media Kit
MAY 7-9, 2024



INTERWOVEN

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New and improved ways to reach your buyers.

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

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

INTERWOVEN

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ADVERTISING PACKAGES

Diamond

INVESTMENT:

\$12,000



À LA CARTE:

\$18,100

SAVINGS:

\$6,100

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

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ADVERTISING PACKAGES

Platinum

INVESTMENT:

\$10,000

Sold!

À LA CARTE:

\$15,450

SAVINGS:

\$5,450

Magazine Ad - Inside

Front Cover

Spread ad

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 ads

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ADVERTISING PACKAGES

Gold

Sold!

INVESTMENT:

\$8,500

À LA CARTE:

\$12,600

SAVINGS:

\$4,100

**Magazine Ad - Inside
Back Cover
Spread ad**

**Product Photography
2 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**

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ADVERTISING PACKAGES

Silver

Sold!

INVESTMENT:

\$6,500

À LA CARTE:

\$10,200

SAVINGS:

\$3,700

Magazine Ad

Full Page

Product Photography

2 hero images

Product Video

:30 seconds

2-Page Advertorial

Interview with product story

INTERWOVEN

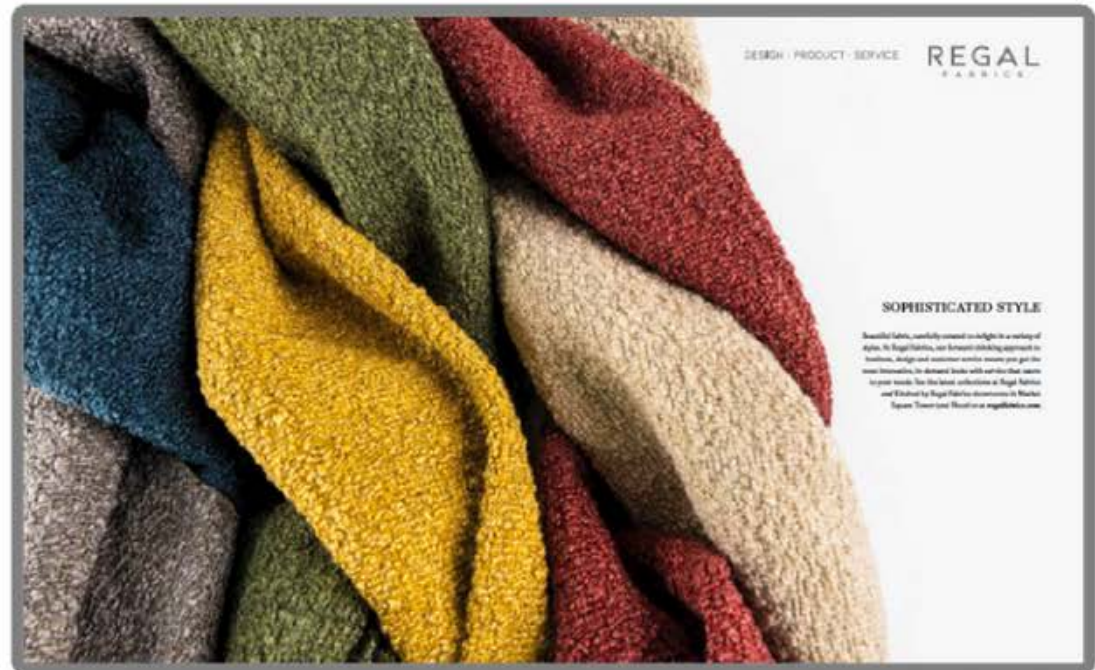
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INTERWOVEN MAGAZINE



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.

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SHOW GUIDE

Sold!



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ITALY'S FINEST

With an eye for style and a dedication to quality, Optima Leathers delivers luxe looks at an accessible price point. To see the full line and learn more, visit Optima Leathers' showroom in MS-556 or online at optimalathers.com.




optima leathers

BACK COVER
\$3,000


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.brierb6@mail.toray



INQUIRIES



ULTRASUEDE.US

FULL-PAGE
\$2,500

Visit us at **INTERWOVEN** Booth MST-505



DESIGN LINE
«VIRAGE»

outdura®
THE OUTDOOR FABRIC SPECIALIST SINCE 1875



HALF-PAGE
\$1,500

Reference page 47 for print specifications.

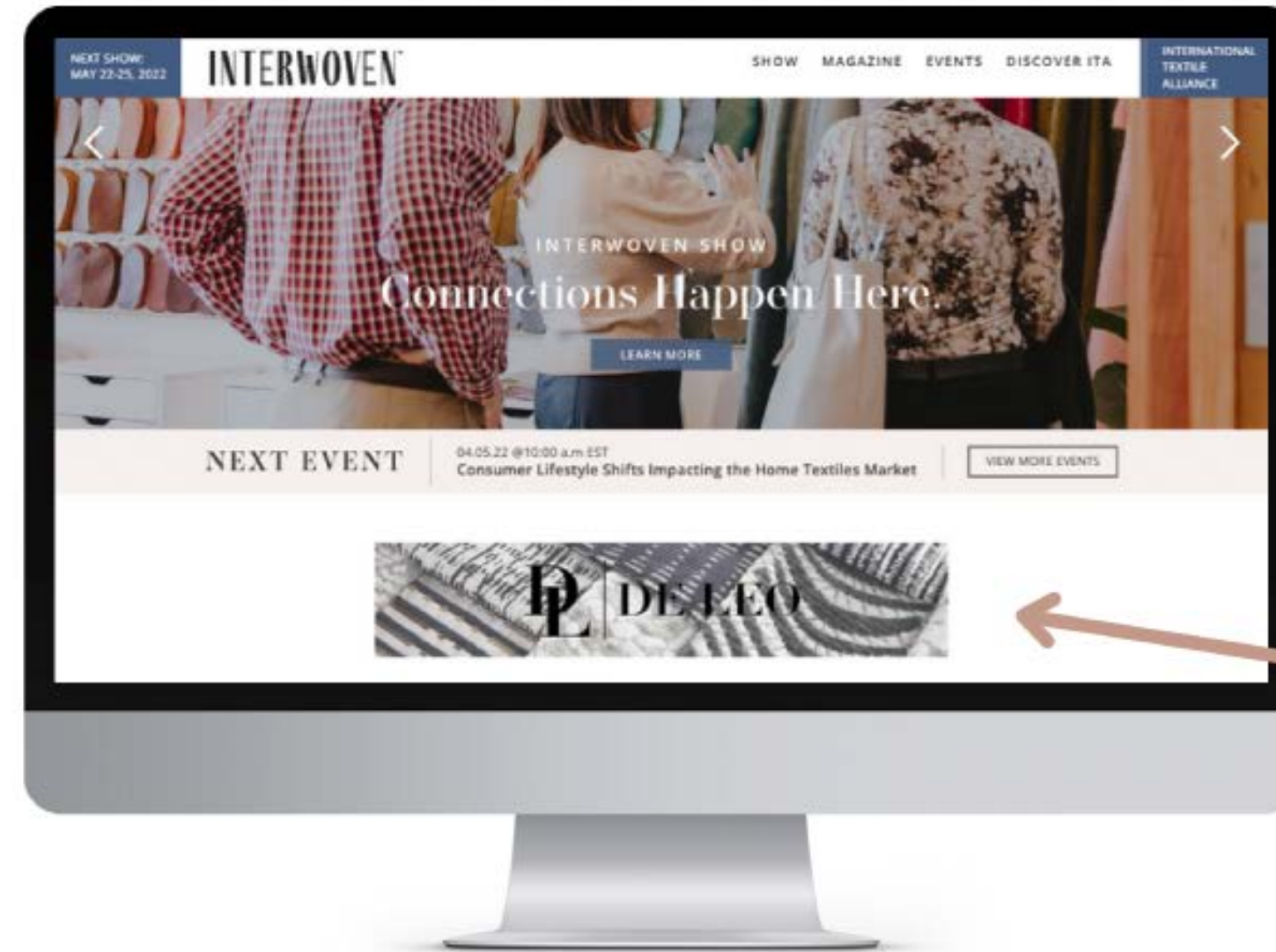
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WEB BANNERS



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:

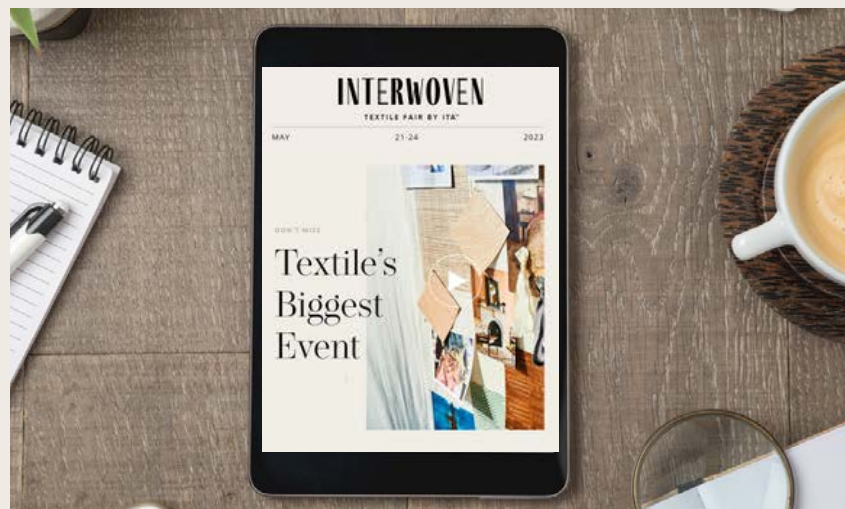
- (7 Days) 2 Weeks Out - \$500.00
- (3 Days) Week Before - \$450.00
- Pre-Show - \$350.00
- During Show - \$250.00
- (7 Days) Week After - \$750.00

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

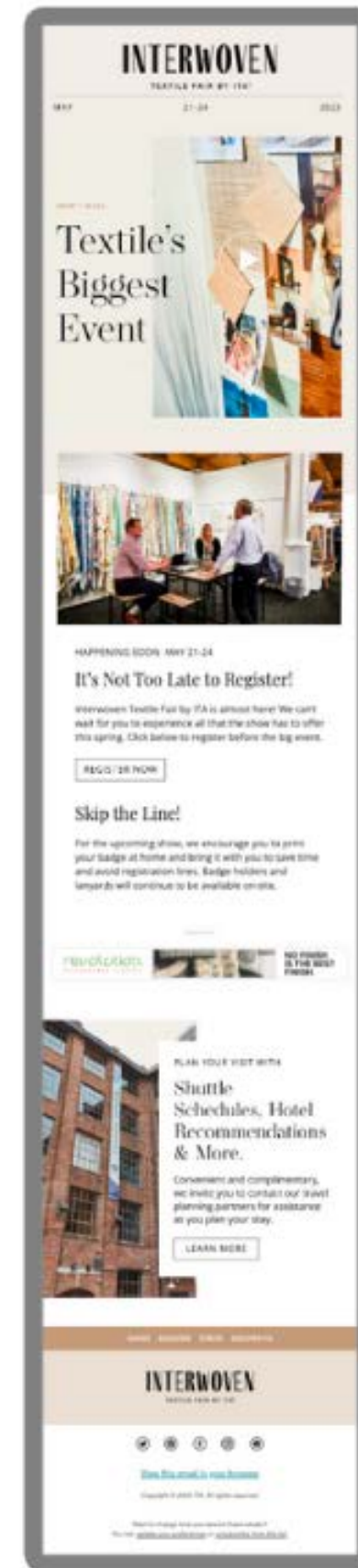
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EMAIL BANNERS



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SCHEDULE:

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

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

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SOCIAL MEDIA



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:

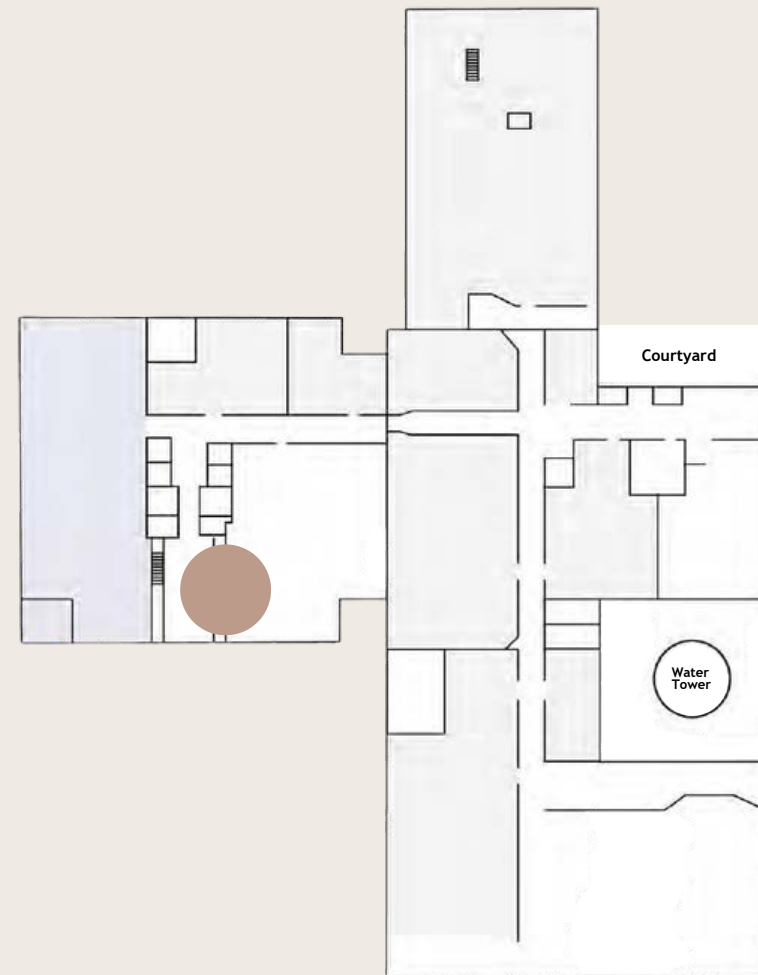
- Row takeover (3 posts) - \$250
- Single grid post - \$200

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

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SIGNAGE 1st Floor - A1



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A1 Tower 1 Entrance - Door Wrap: \$1,250
TBD

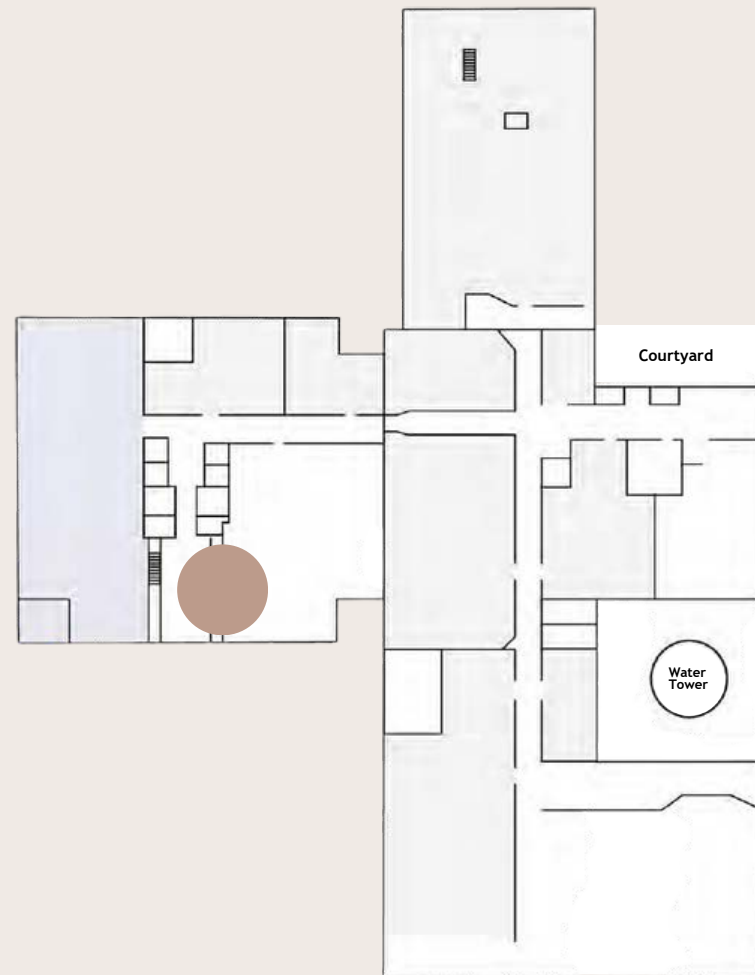
Sold!



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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"

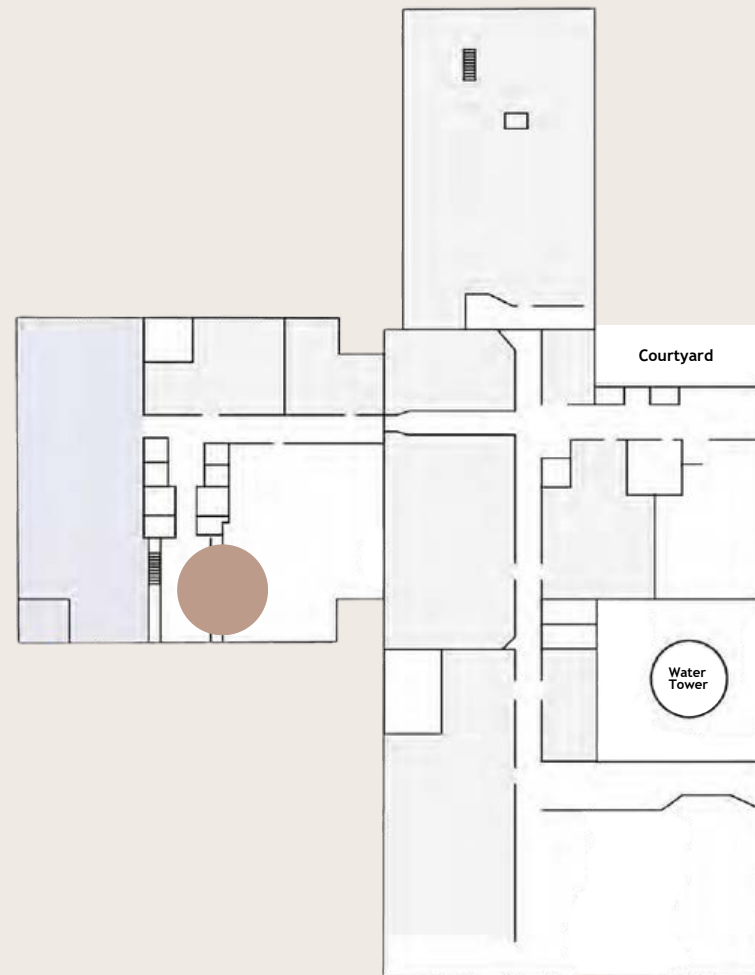
Sold!



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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.

A3

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

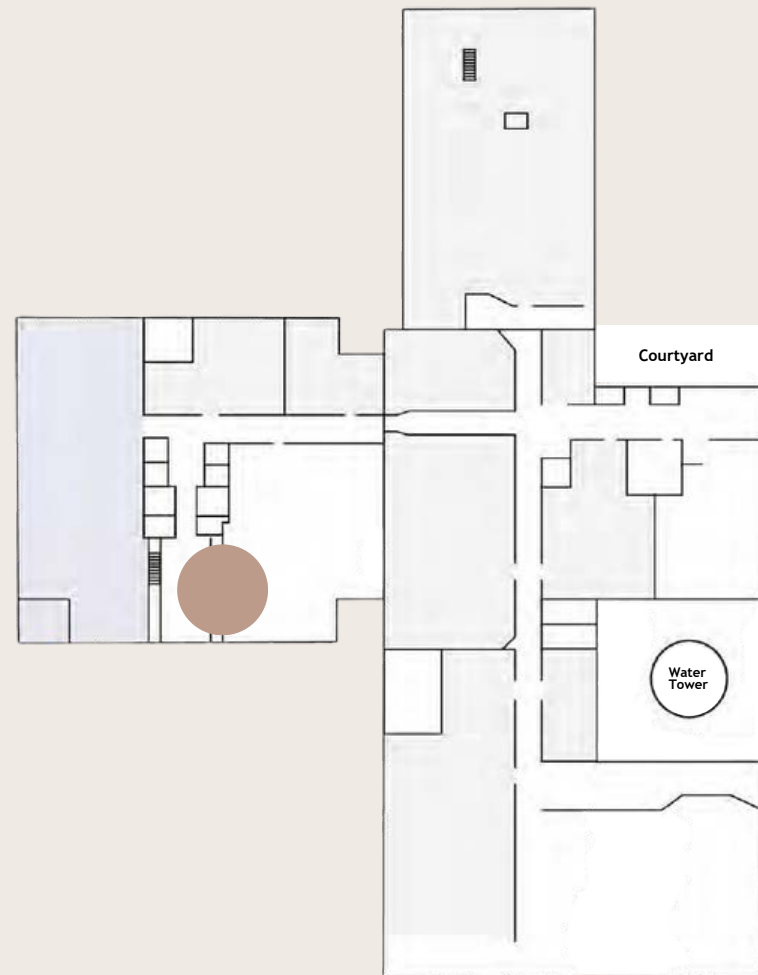
Sold!



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SIGNAGE 1st Floor - A2



A4 Tower 1 Entrance - Registration Wall Panels: \$400 each
24" x 36" Bleed: 24.25" x 36.25"

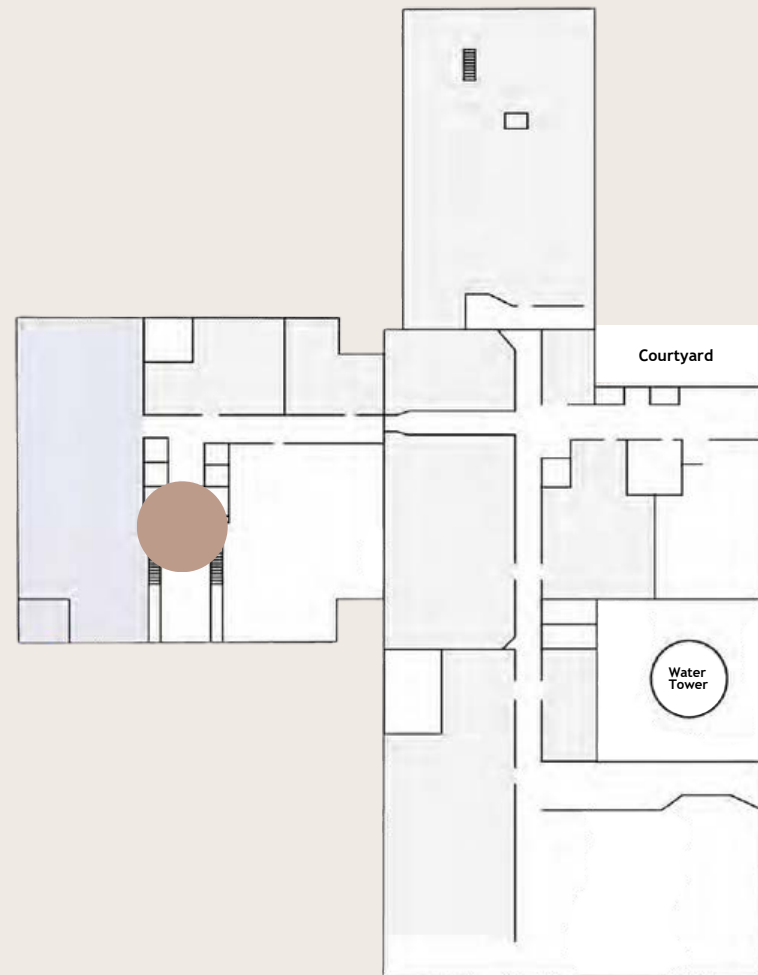


Rates, deadlines and availability are subject to change without notice. Rates listed and placements offered are not guaranteed until a contract has been signed by both parties. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all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

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SIGNAGE 1st Floor - A4



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A5 Tower 1 Elevators - Lobby Wall Panels: \$750 each
21" x 39" Bleed: 21.25" x 39.25"

(Left)



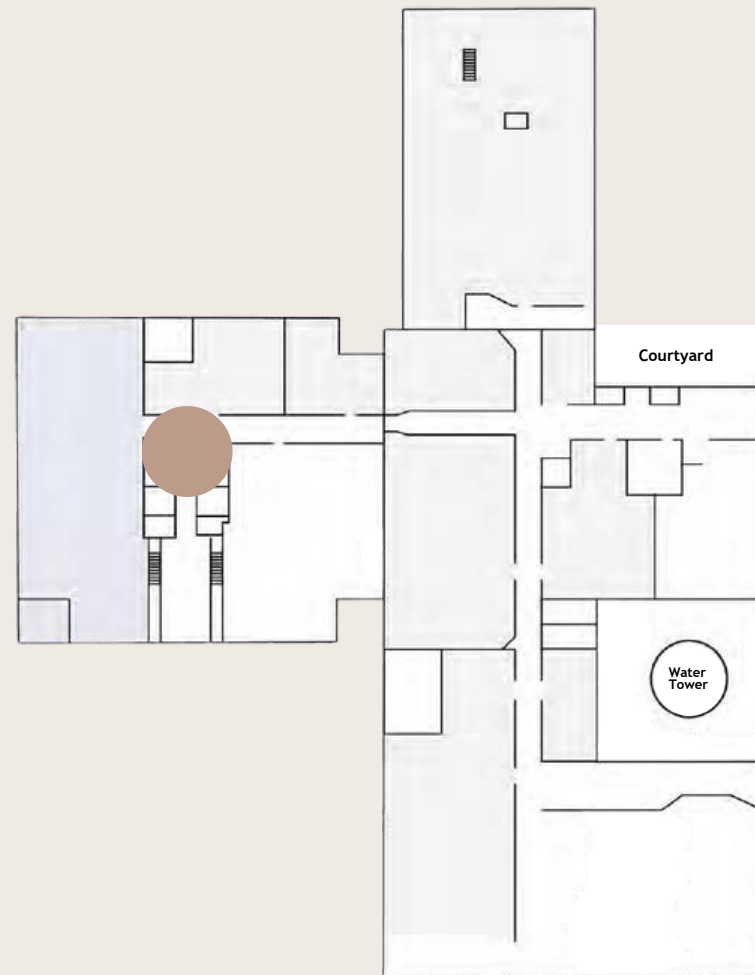
(Right)



INTERWOVEN

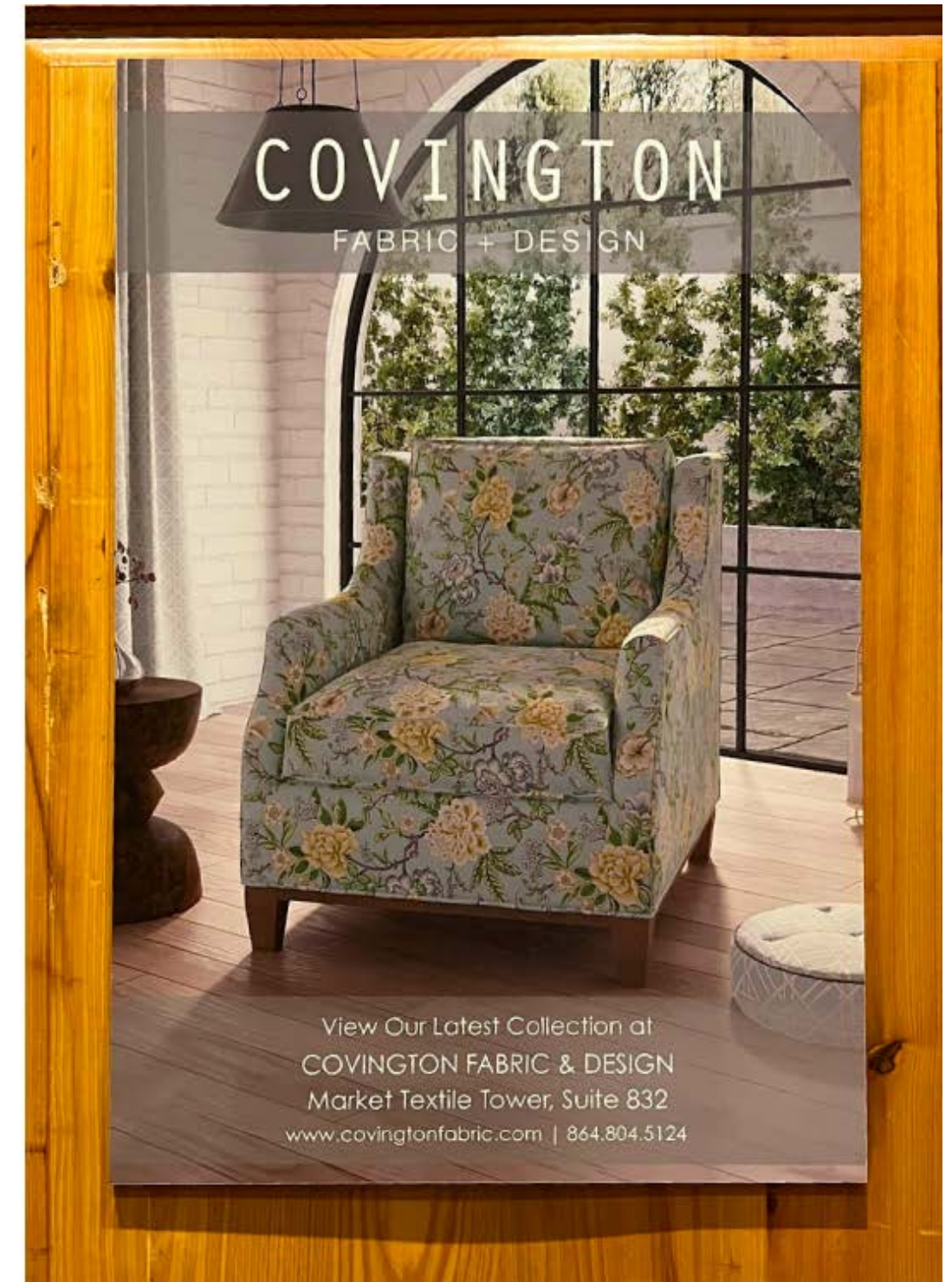
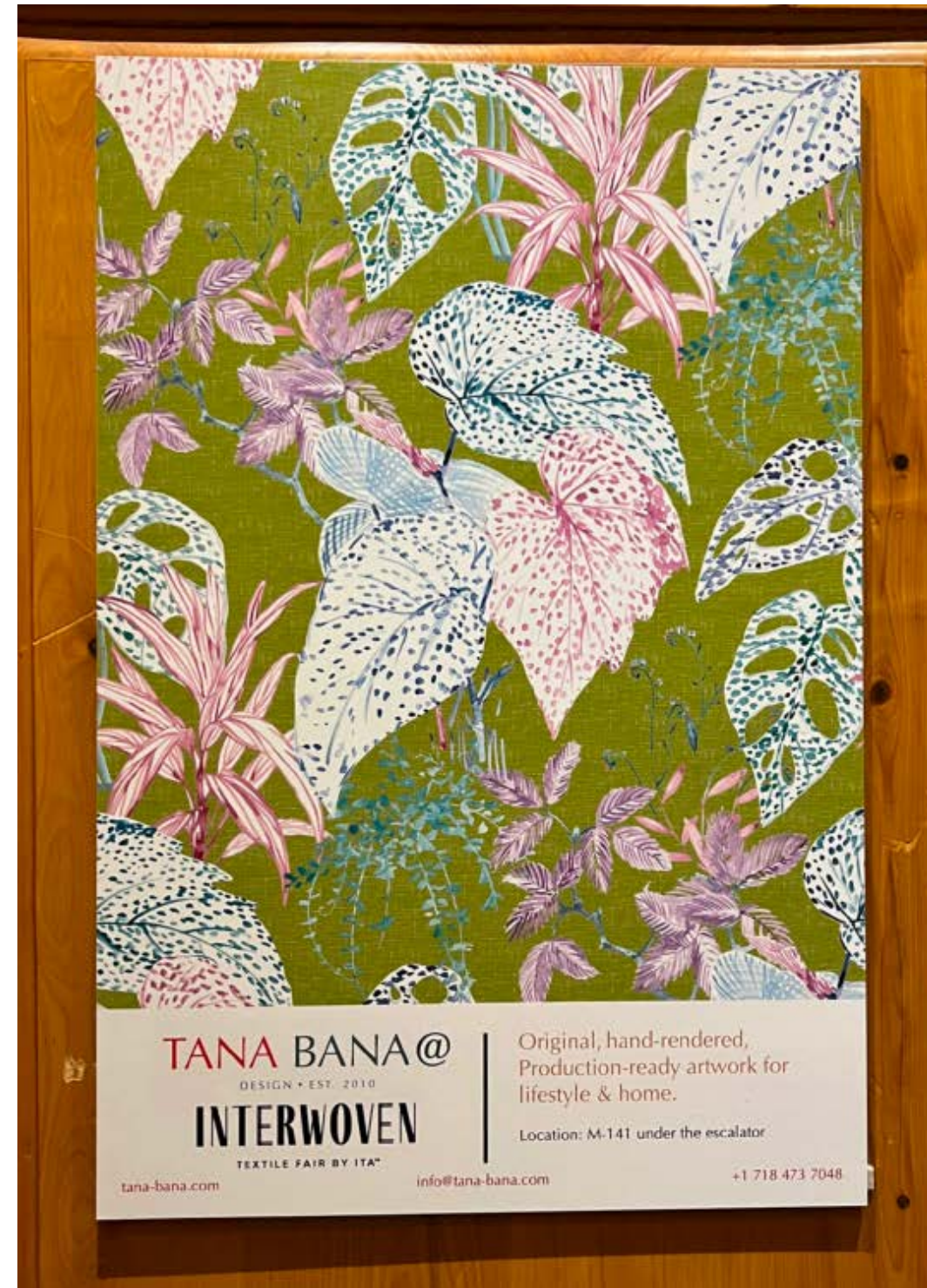
TEXTILE FAIR BY ITA™

SIGNAGE 1st Floor - A4



A6 Tower 1 Elevators - Interior Panels: \$400 each
16" x 24" Bleed: 16.25" x 24.25"

Sold!



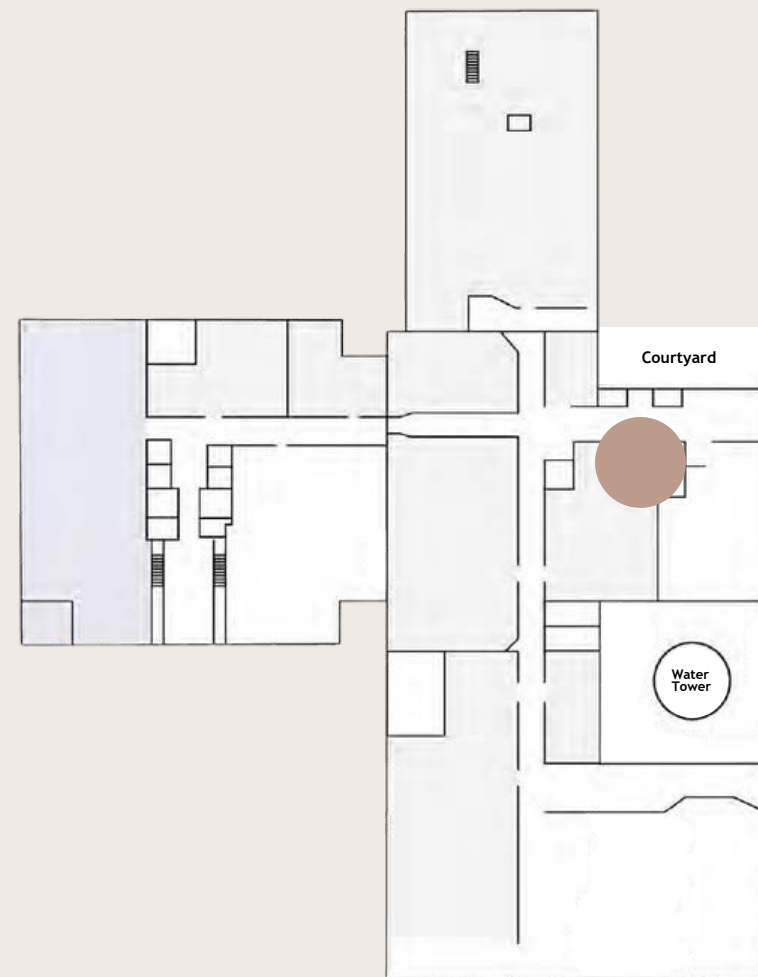
Rates, deadlines and availability are subject to change without notice. Rates listed and placements offered are not guaranteed until a contract has been signed by both parties. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all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

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SIGNAGE

1st Floor - A1



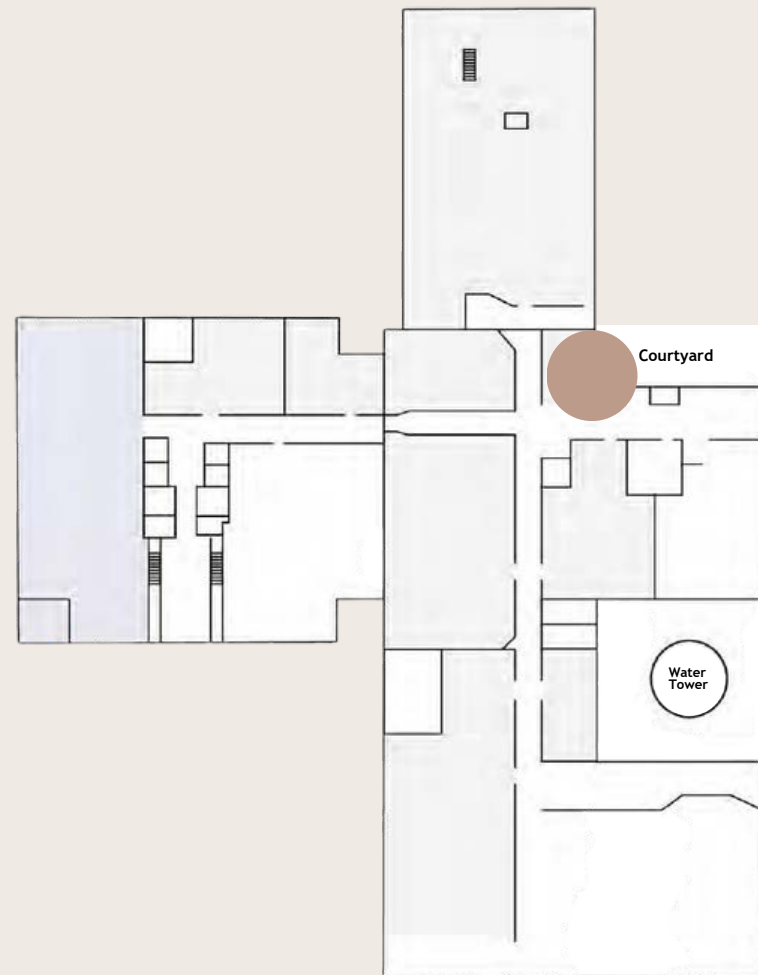
A7 Courtyard Entrance - Registration Wall: \$1,000
118.75" x 51.5" Bleed: 119" x 51.75"



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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.

A8 Courtyard Elevators - Exterior Wraps: \$875 each
42" x 84" Bleed: 42.25" x 84.25"

(Left)



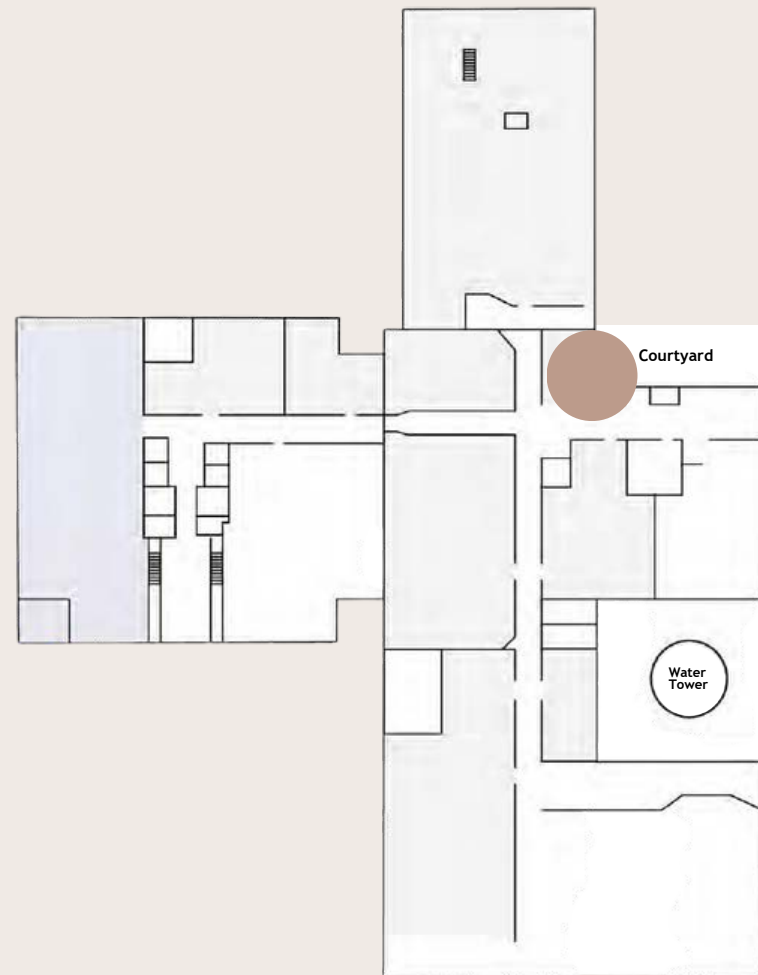
(Right)



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SIGNAGE 1st Floor - A3



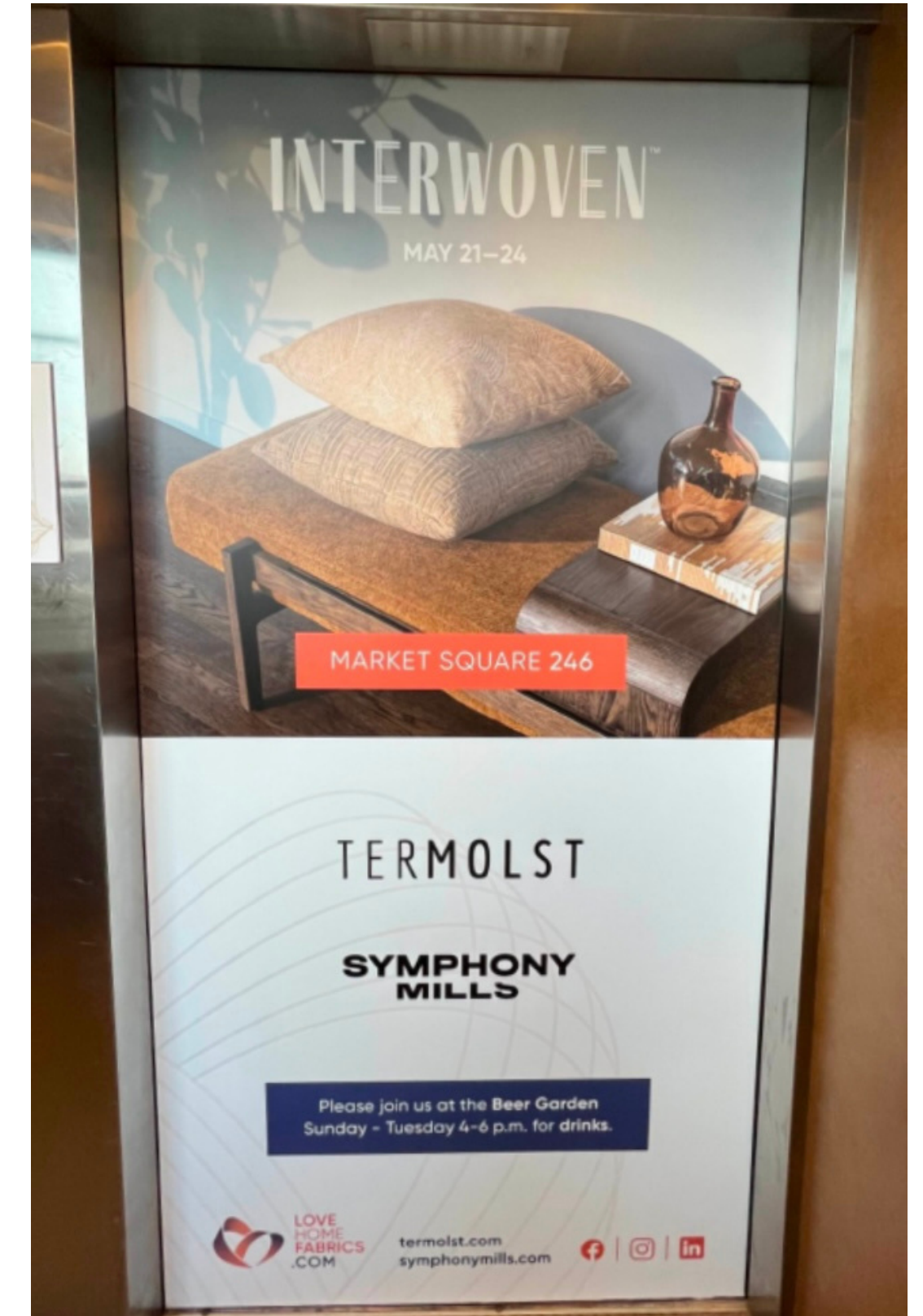
Rates, deadlines and availability are subject to change without notice. Rates listed and placements offered are not guaranteed until a contract has been signed by both parties. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all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

A9 Courtyard Elevators - Interior Wraps: \$875 each
42" x 84" Bleed: 42.25" x 84.25"

(Left)



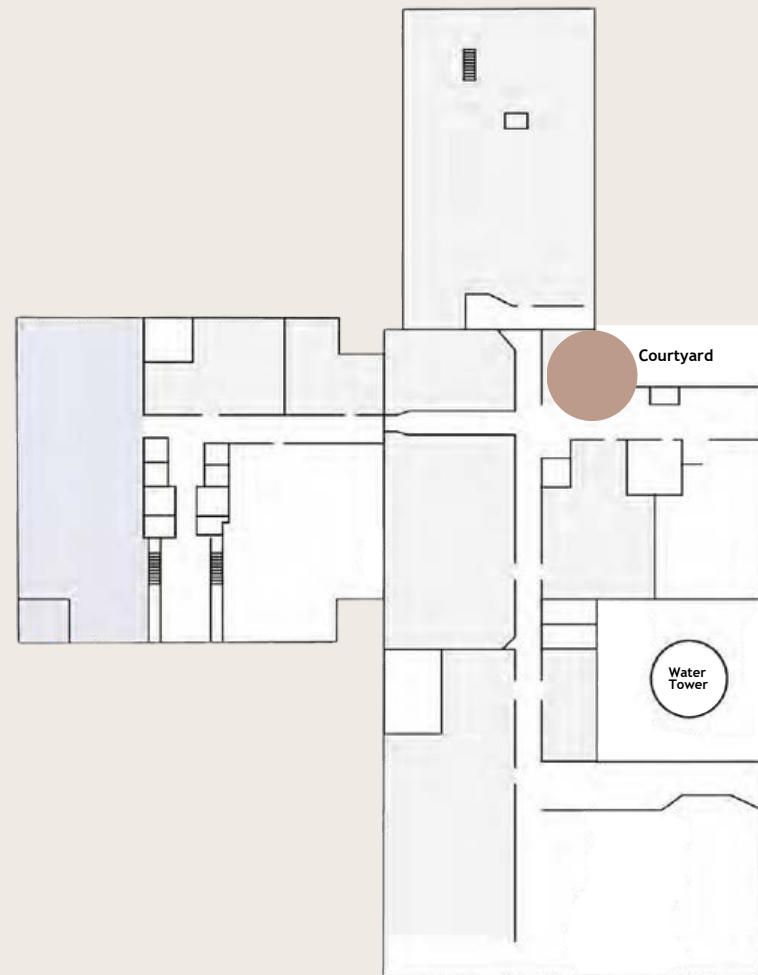
(Right)



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SIGNAGE 1st Floor - A3

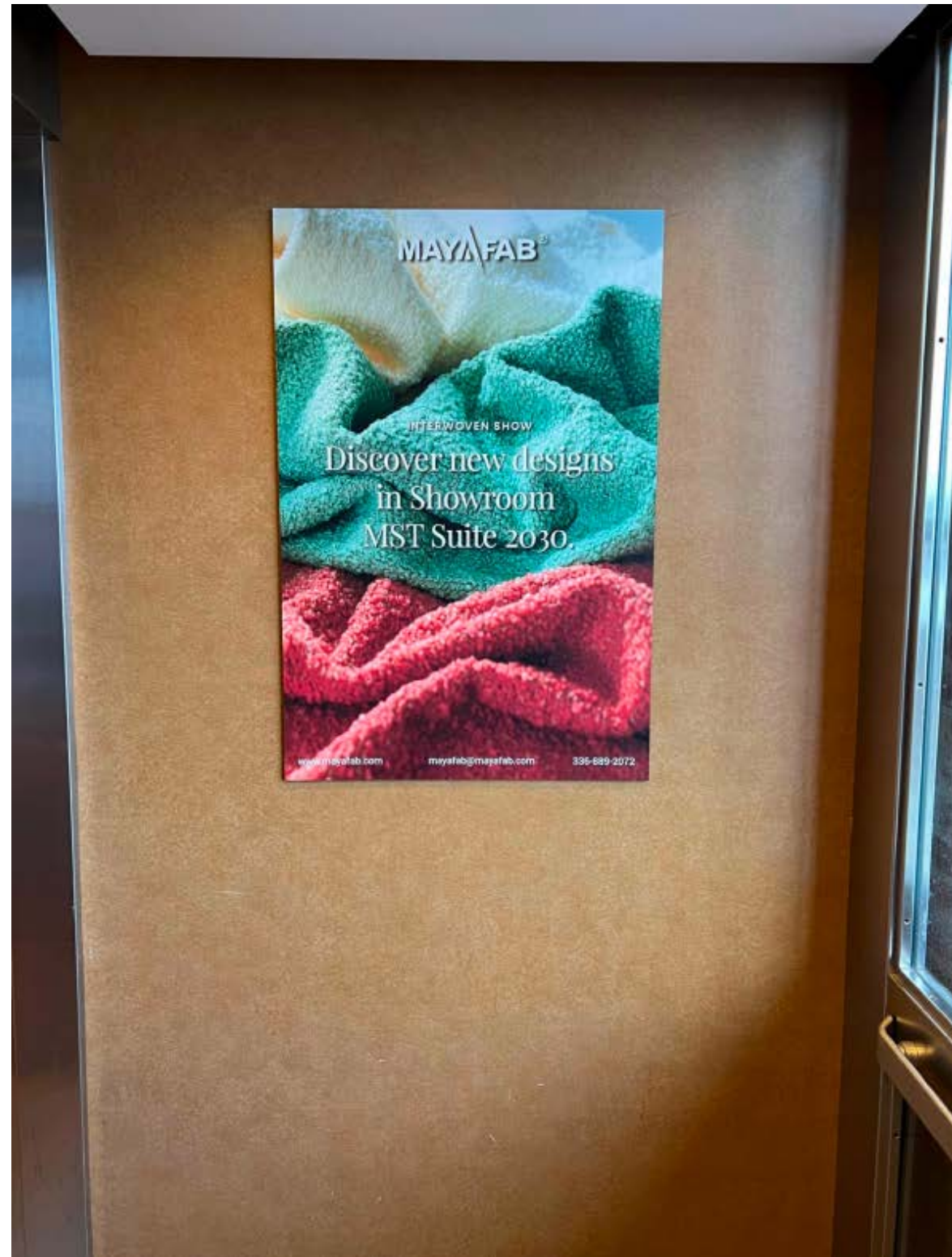


Rates, deadlines and availability are subject to change without notice. Rates listed and placements offered are not guaranteed until a contract has been signed by both parties. Every advertiser will be limited to a one-show term. After the term has expired, the advertising space will be opened to all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

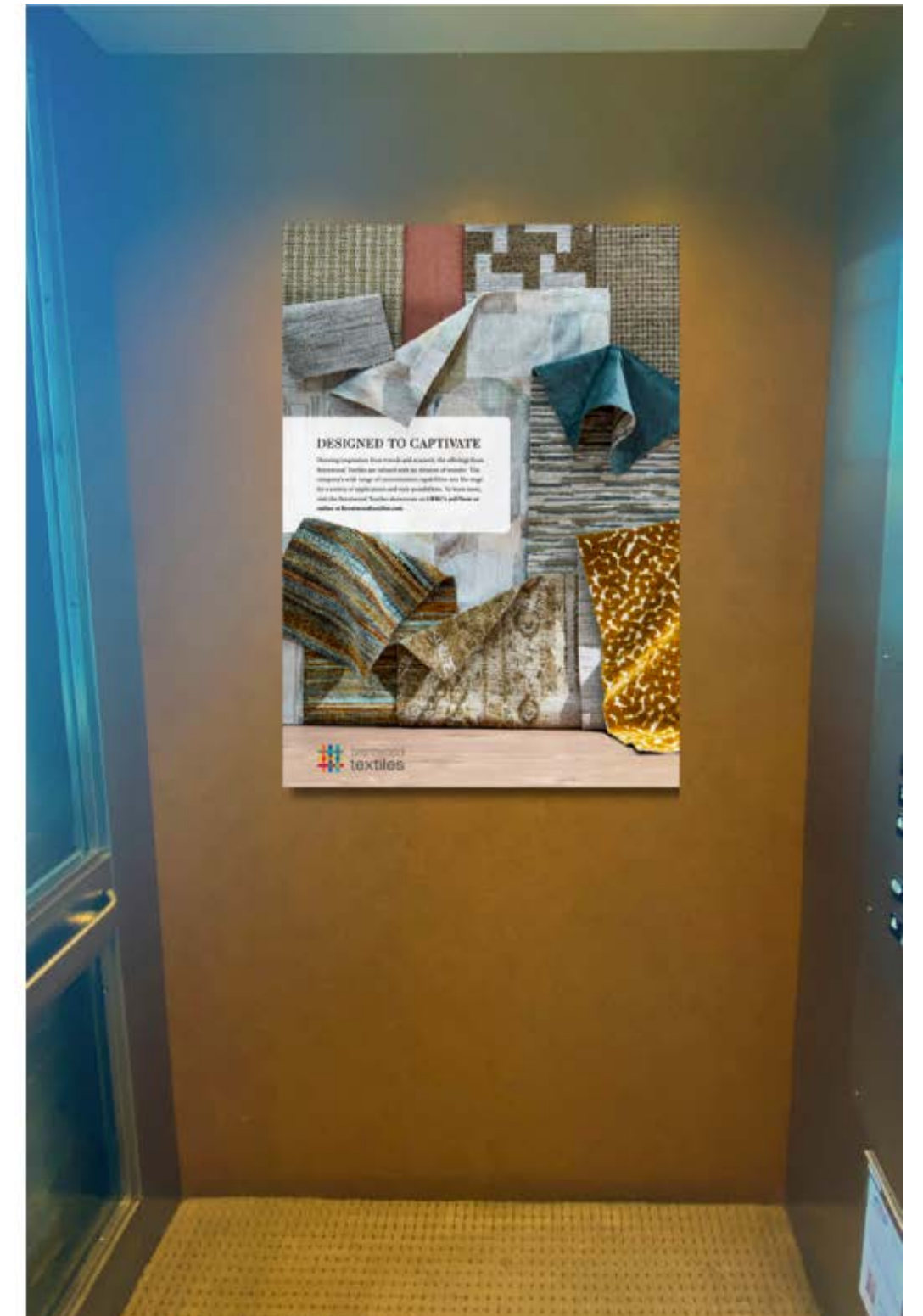
A10

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

(Left x2)



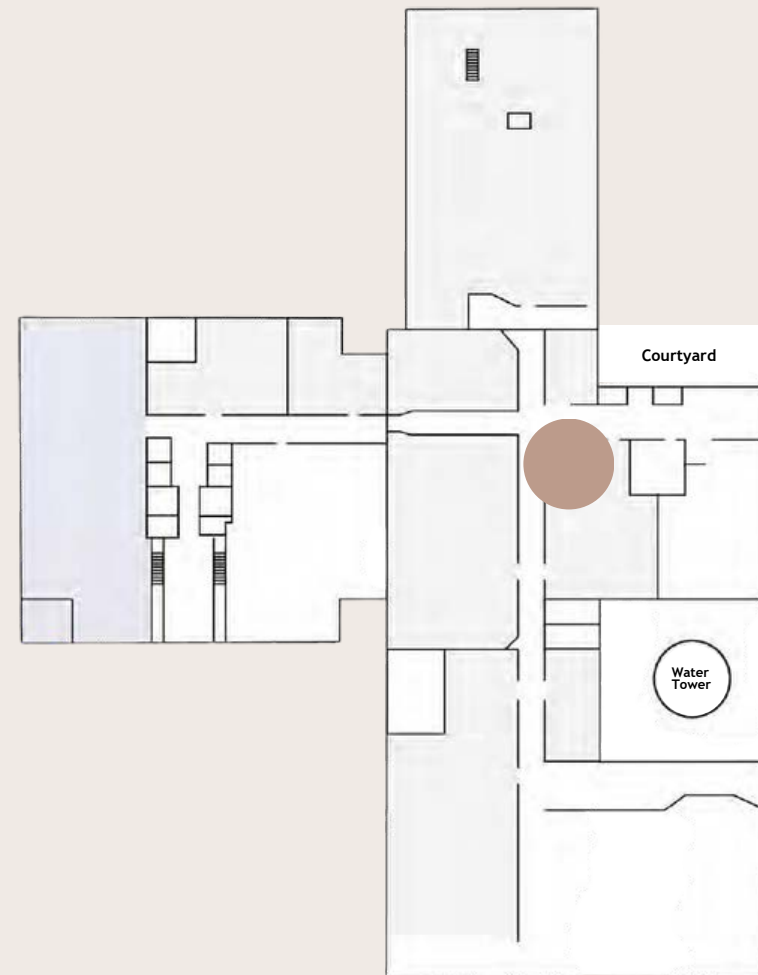
(Right x2)



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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.

A11

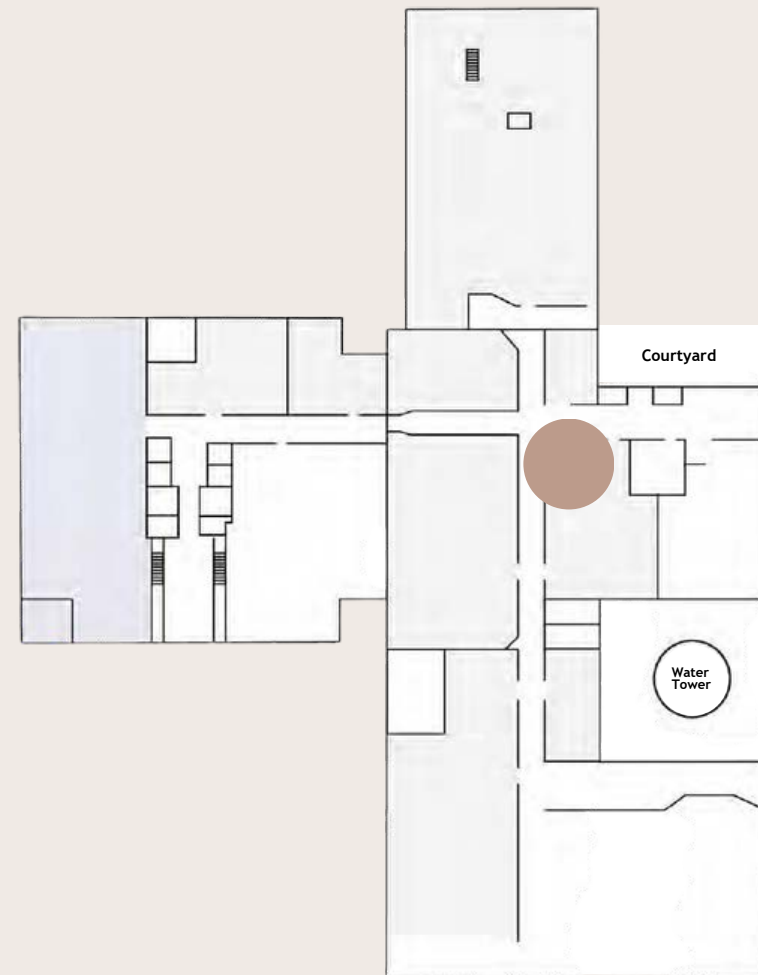
Direct Elevator - Exterior and Interior Wraps: \$1,075 each
58" x 83.5" Bleed: 58.25" x 83.75"



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SIGNAGE 1st Floor - A5



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A12

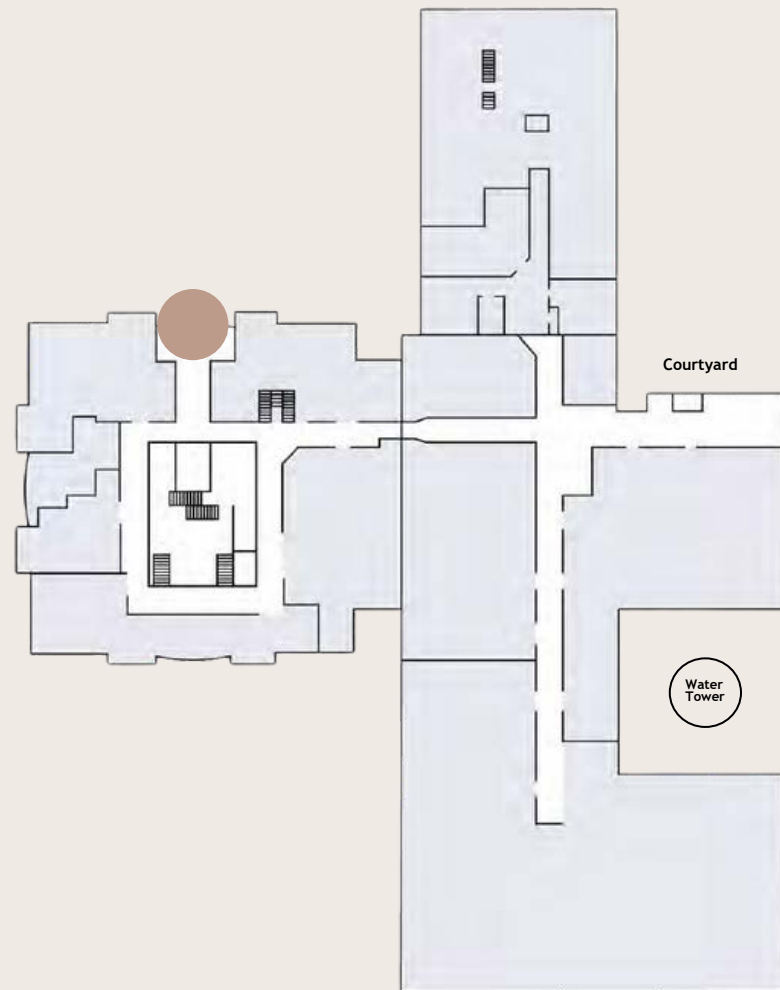
Direct Elevator - Interior Panel: \$650
40" x 33" Bleed: 40.25" x 33.25"



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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"

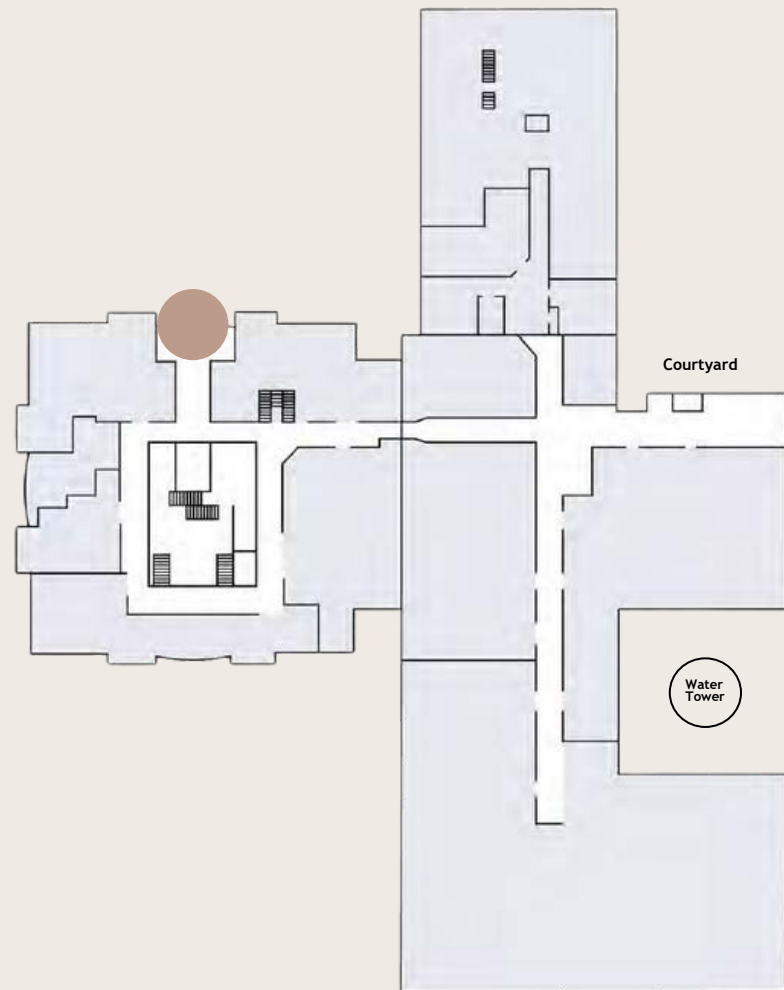
Sold!



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SIGNAGE 2nd Floor - B1



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B2

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

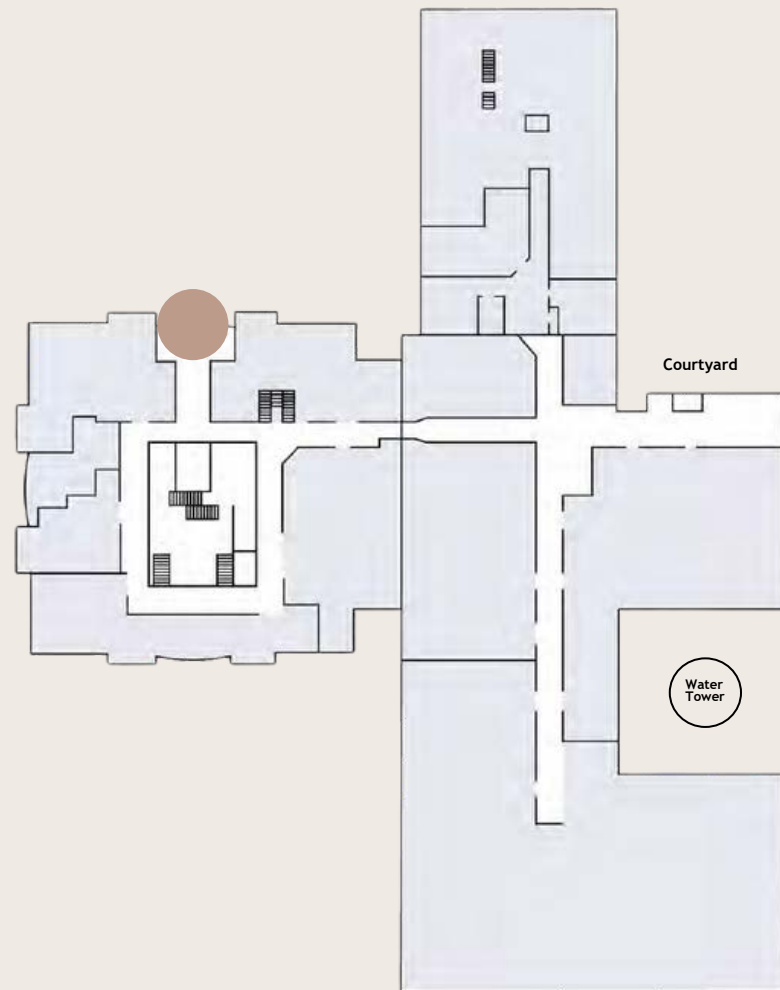
Sold!



INTERWOVEN

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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.

B3

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

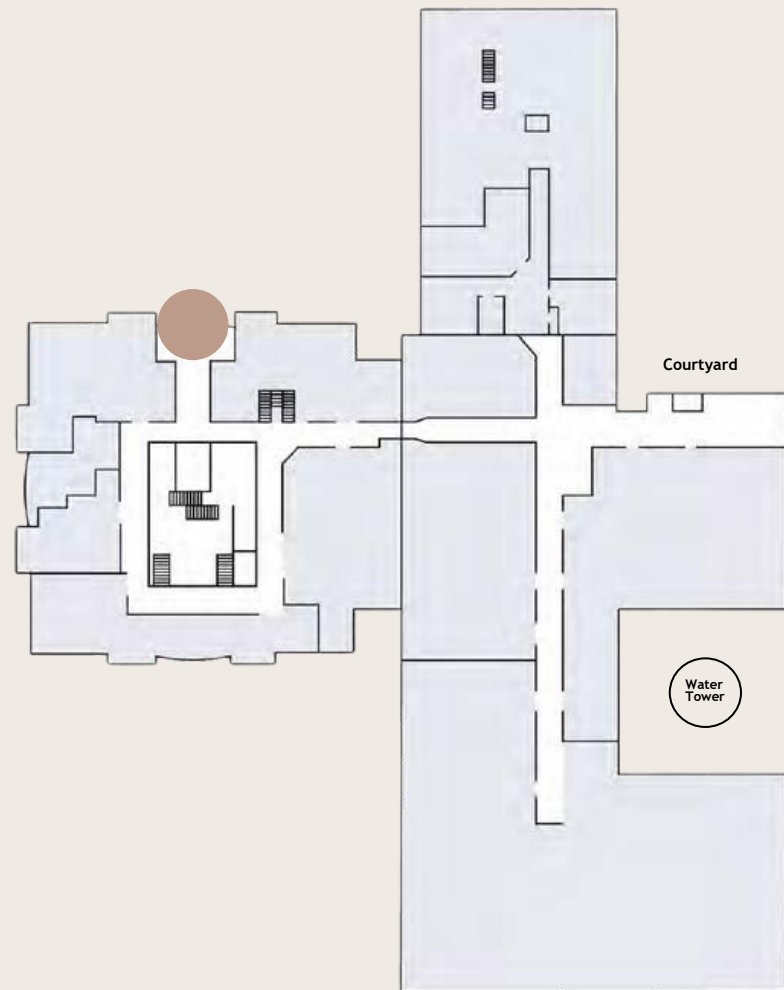
107" x 48.5" Bleed: 107.25" x 48.75"



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SIGNAGE 2nd Floor - B1



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B4

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

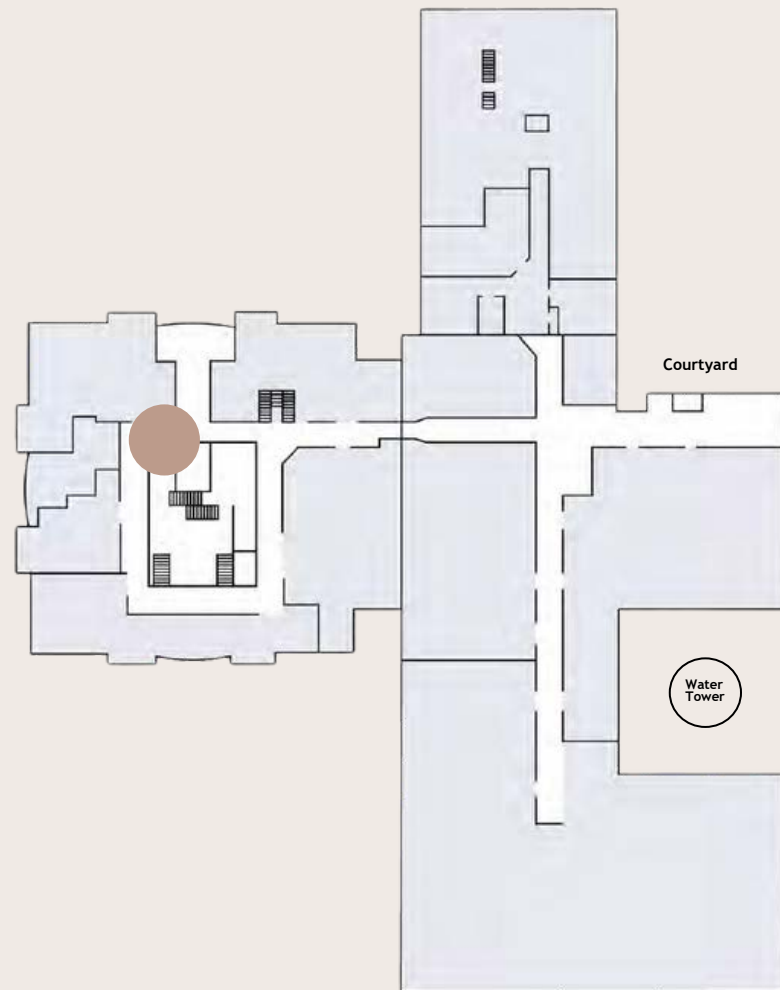
Sold!



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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.

B5

Half Wall Mural: \$1,000

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

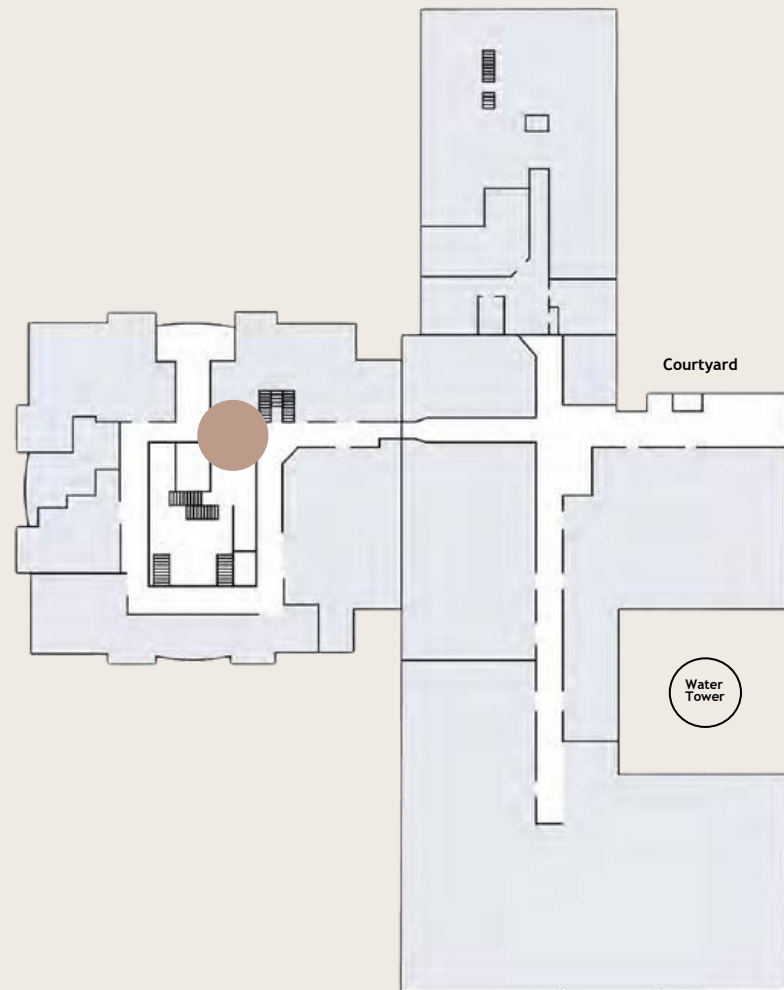
Sold!



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SIGNAGE 2nd Floor - B4



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B6

Full Wall Mural: \$1,500

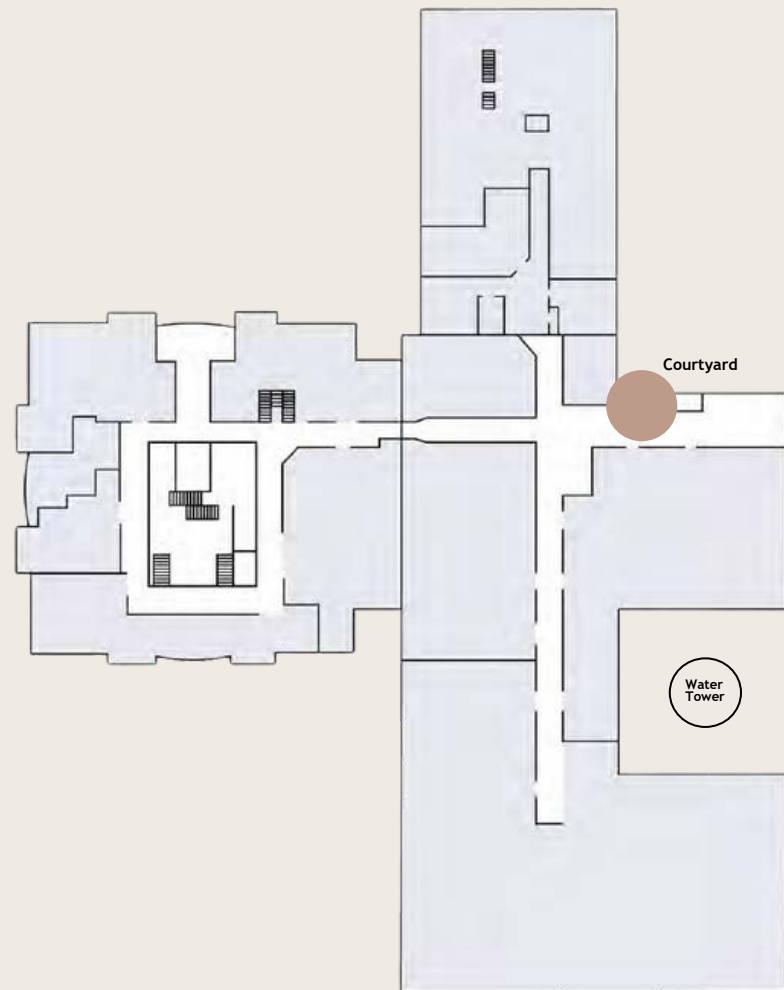
119.5" x 99" Bleed: 119.75" x 99.25"



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SIGNAGE 2nd Floor - B2



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B7 Courtyard Elevators - Exterior Wraps: \$875 each
42" x 84" Bleed: 42.25" x 84.25"

(Left)



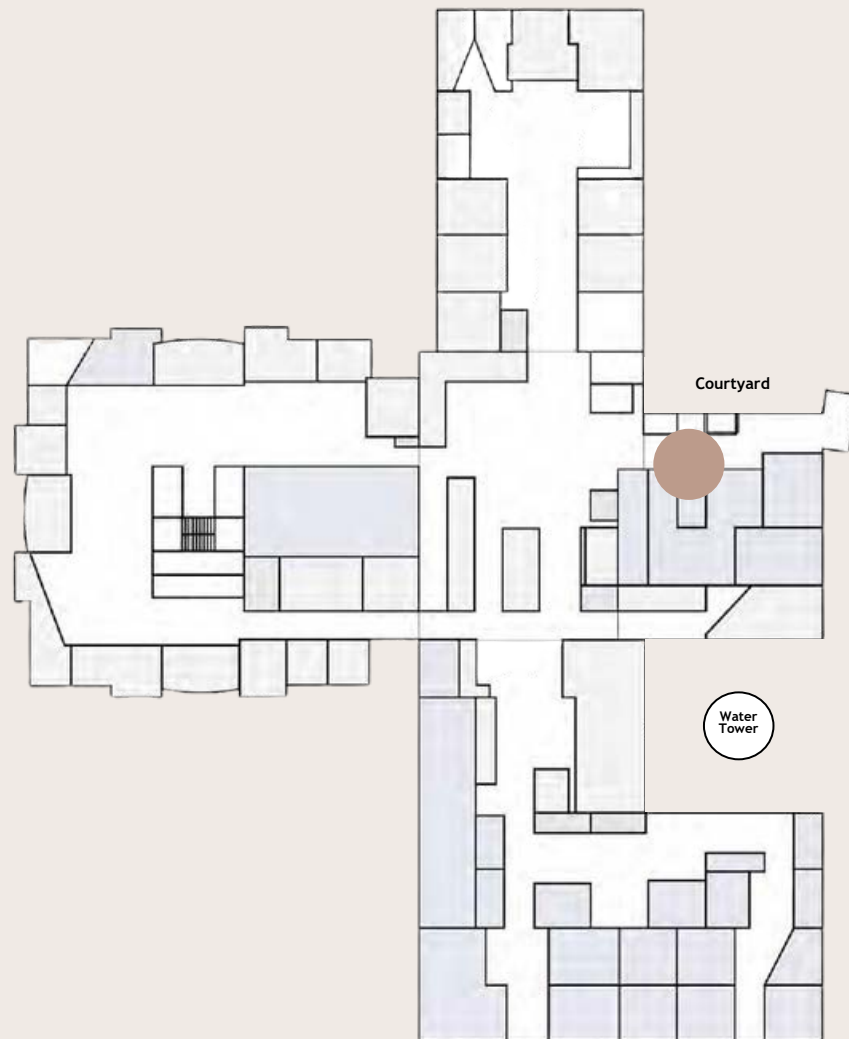
(Right)



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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: \$875 each
42" x 84" Bleed: 42.25" x 84.25"



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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.

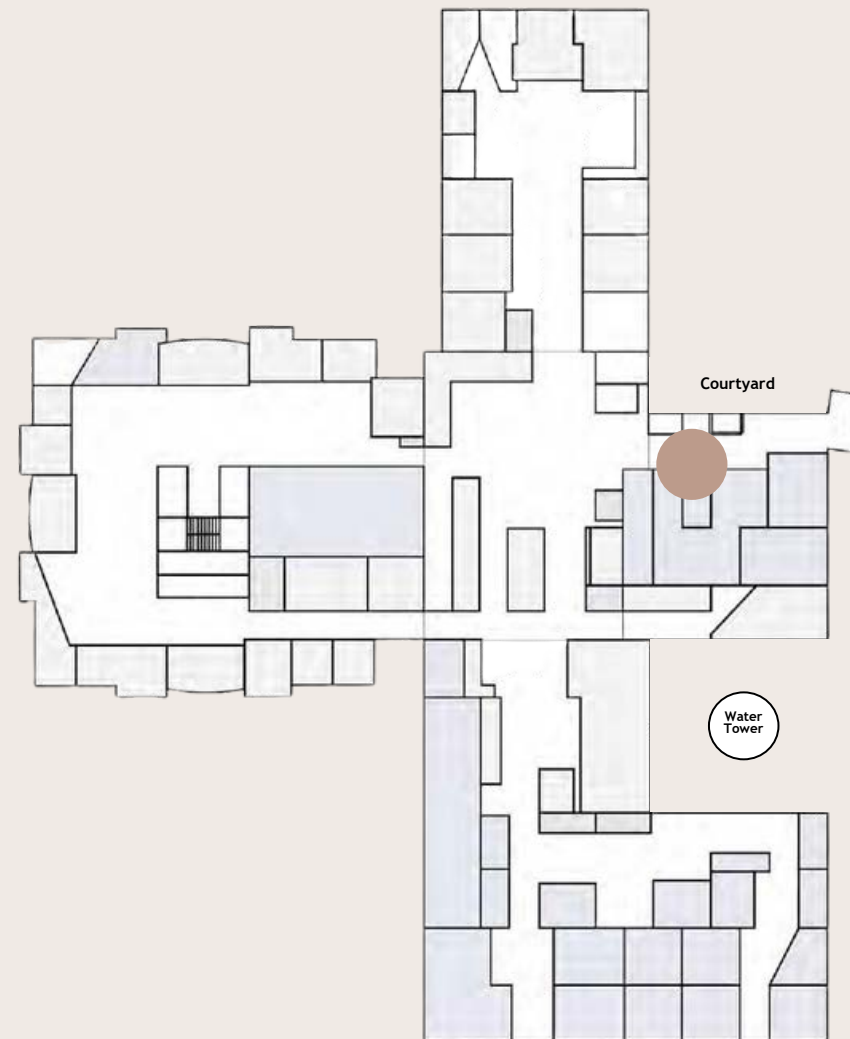
C2 Direct Elevator - Exterior Wrap: \$1,075
58" x 83.5" Bleed: 58.25" x 83.75"



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SIGNAGE 5th Floor - C1



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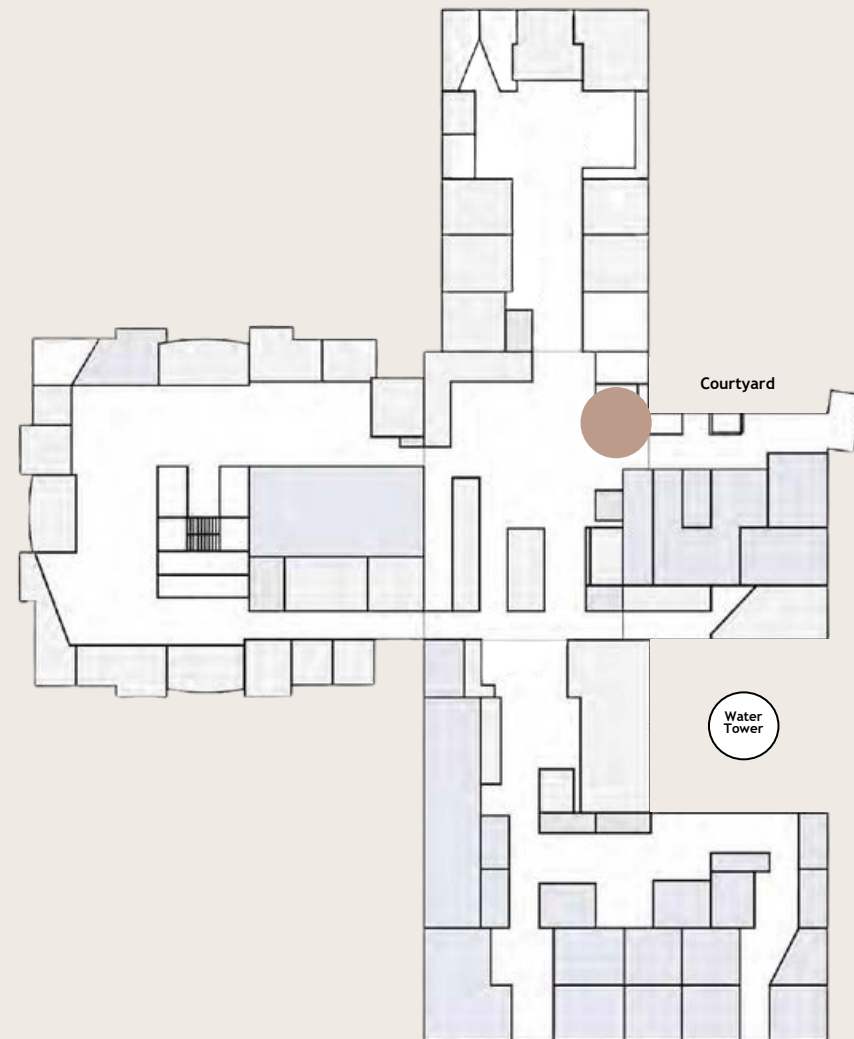
C3 Courtyard Lobby - Wall Mural: \$1,500
112.5" x 100" Bleed: 112.75" x 100.25"



INTERWOVEN

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SIGNAGE 5th Floor - C2



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C4 Courtyard Walkway - Wall Mural: \$1,250
101" x 75" Bleed: 101.25" x 75.25"

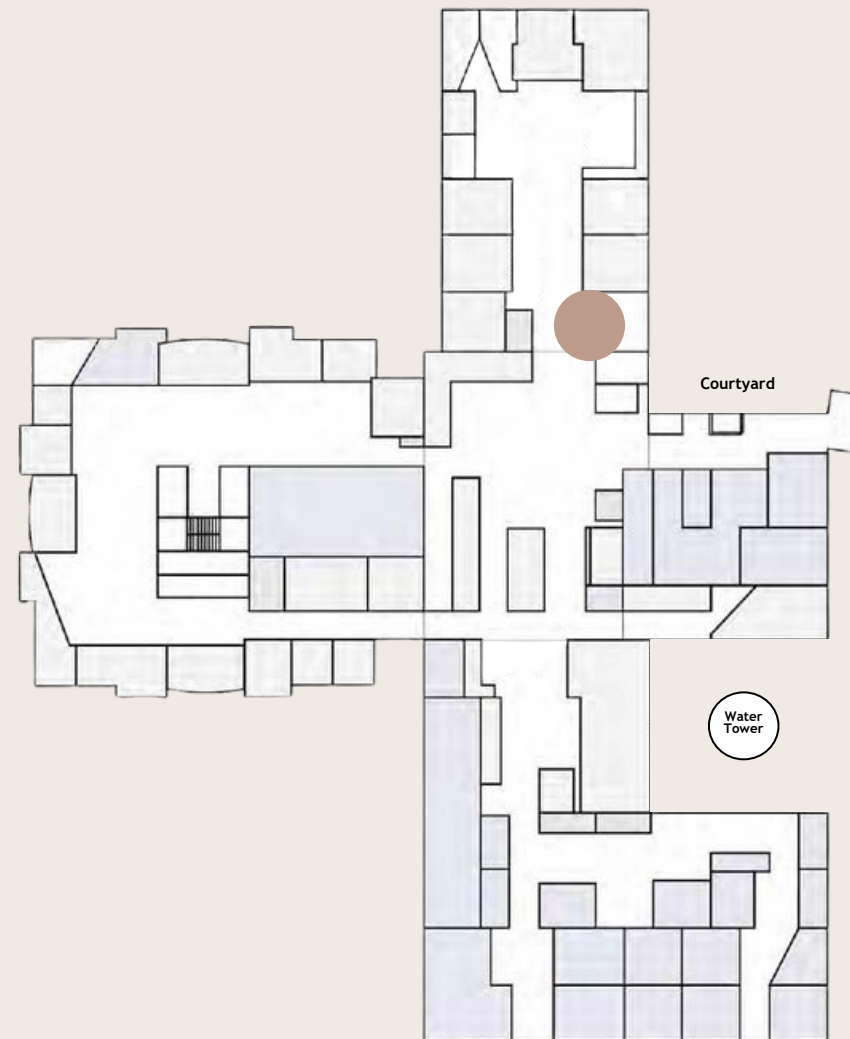


INTERWOVEN

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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.

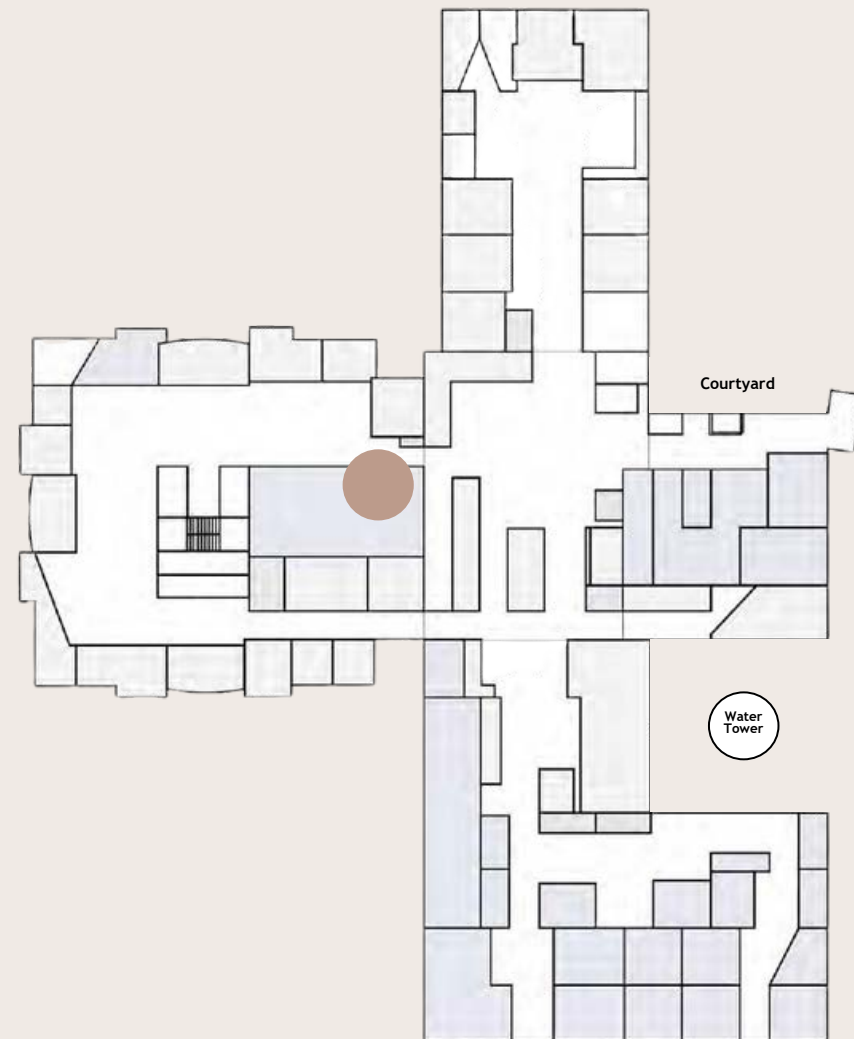
- C5 MS - Wall Mural: \$1,250
101" x 75" Bleed: 101.25" x 75.25"



INTERWOVEN

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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.

C6 MS Walkway - Wall Mural: \$1,250
101" x 75" Bleed: 101.25" x 75.25"

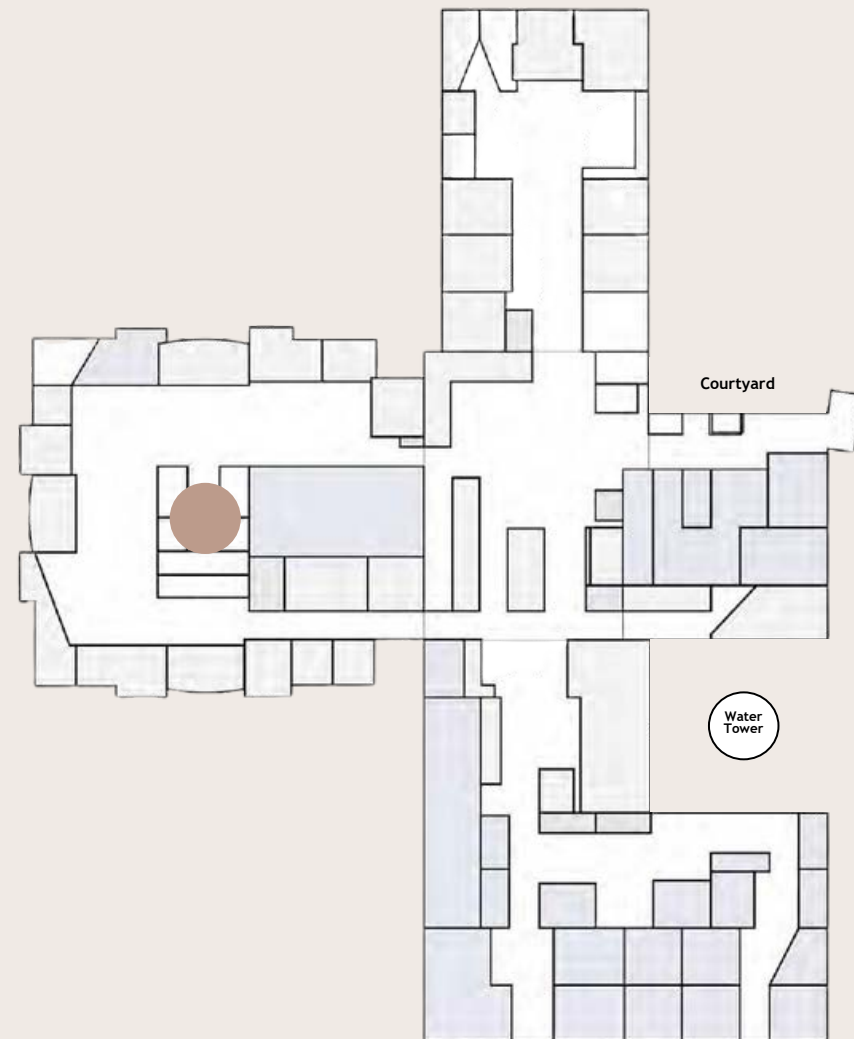


INTERWOVEN

TEXTILE FAIR BY ITA™

SIGNAGE

5th Floor - C5



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C7 Tower Elevators - Wall Mural: \$1,250
92" x 81.5" Bleed: 92.25" x 81.75"

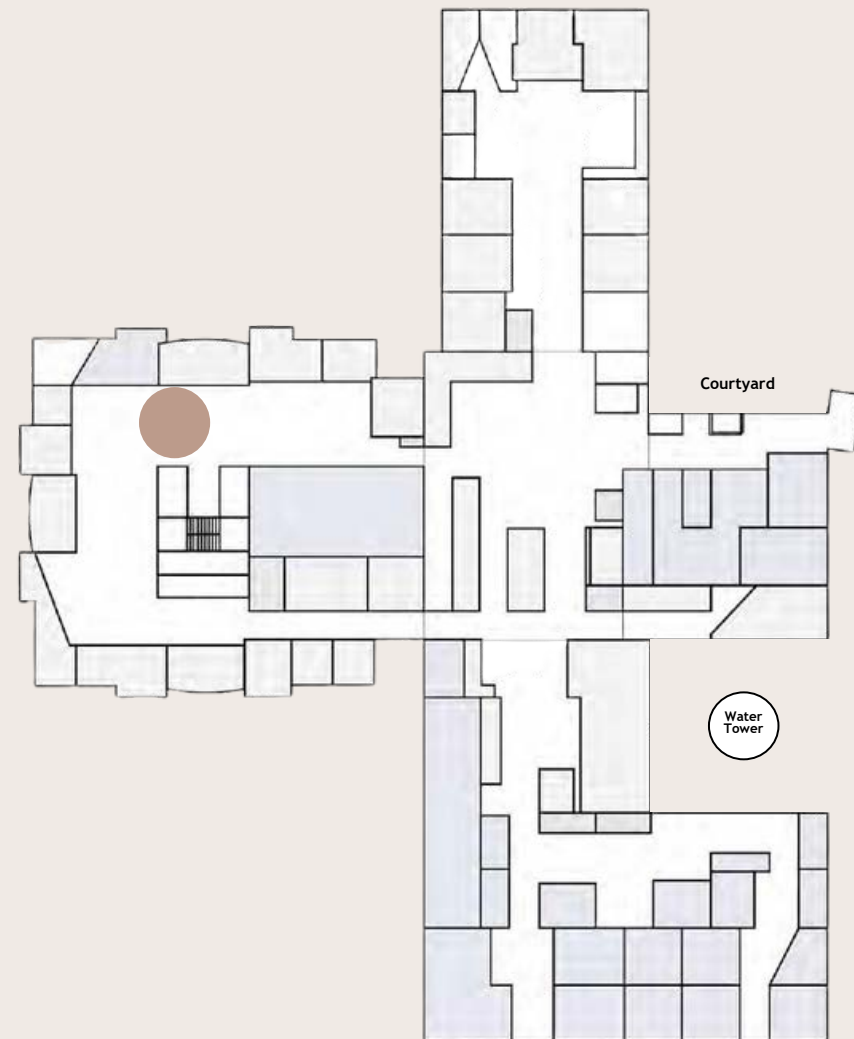


INTERWOVEN

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.

C8 Tower Lobby - Wall Mural A: \$1,450
129" x 76.75" Bleed: 129.25" x 77"

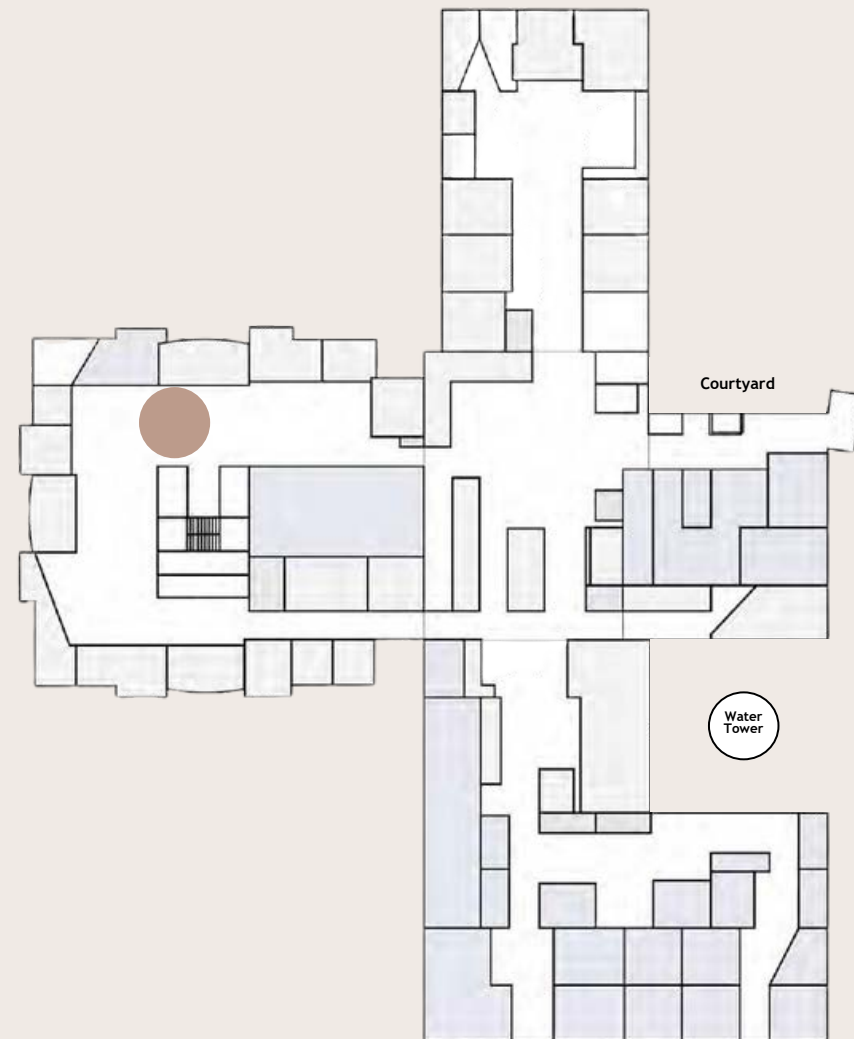


INTERWOVEN

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.

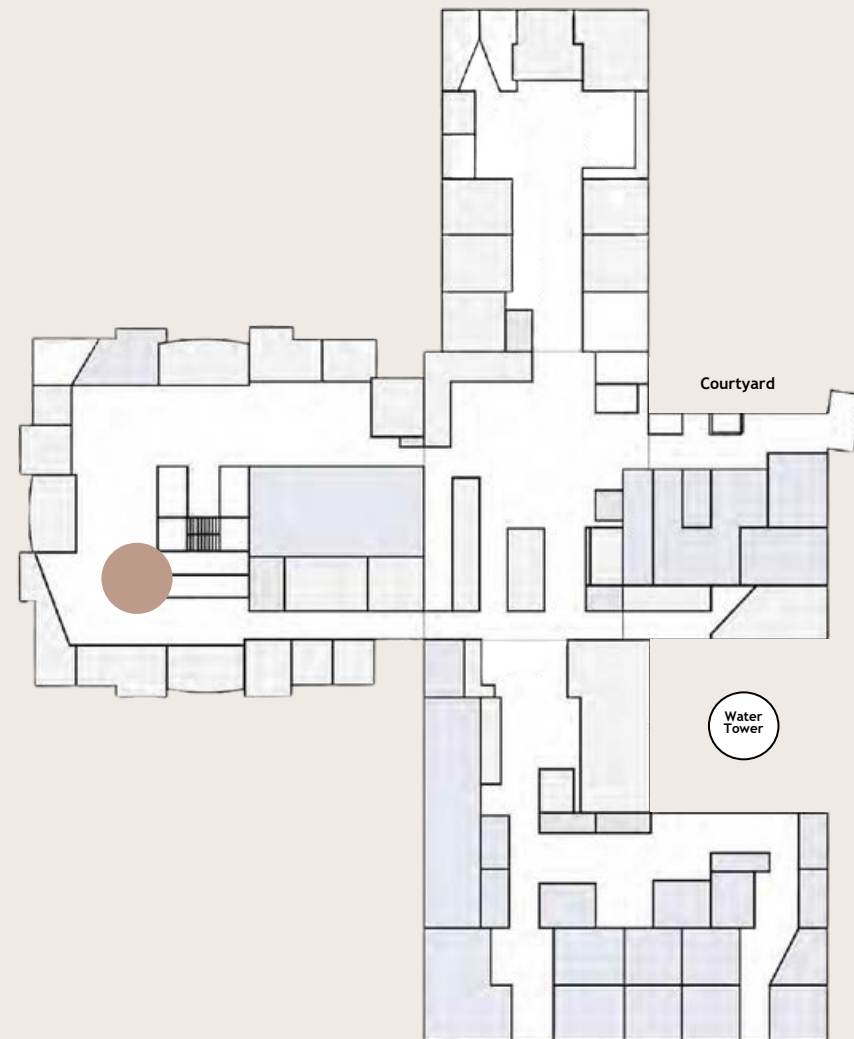
C9 Tower Lobby - Wall Mural B: \$1,450
129" x 76.75" Bleed: 129.25" x 77"



INTERWOVEN

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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.

C10 Tower Walkway - Wall Mural: \$1,650
158.25" x 79.75" Bleed: 158.50" x 80"

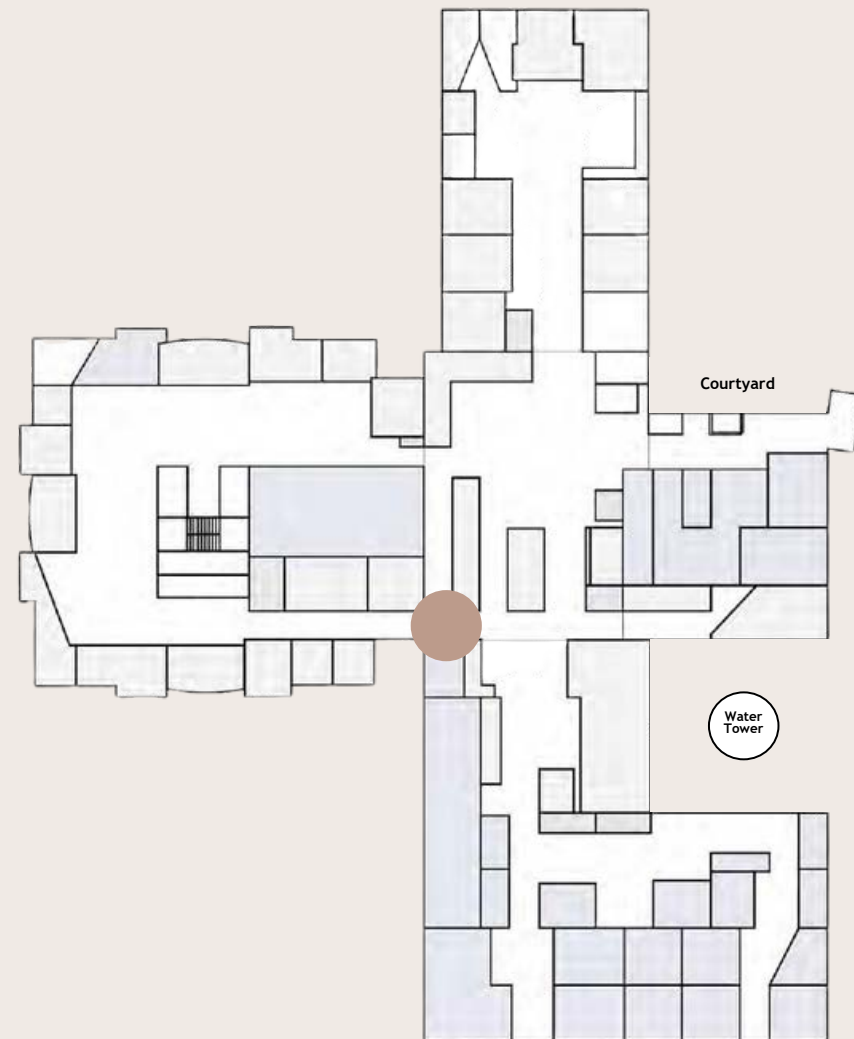


INTERWOVEN

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.

C11 Factory Walkway - Wall Mural: \$1,250
101" x 75" Bleed: 101.25" x 75.25"





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

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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

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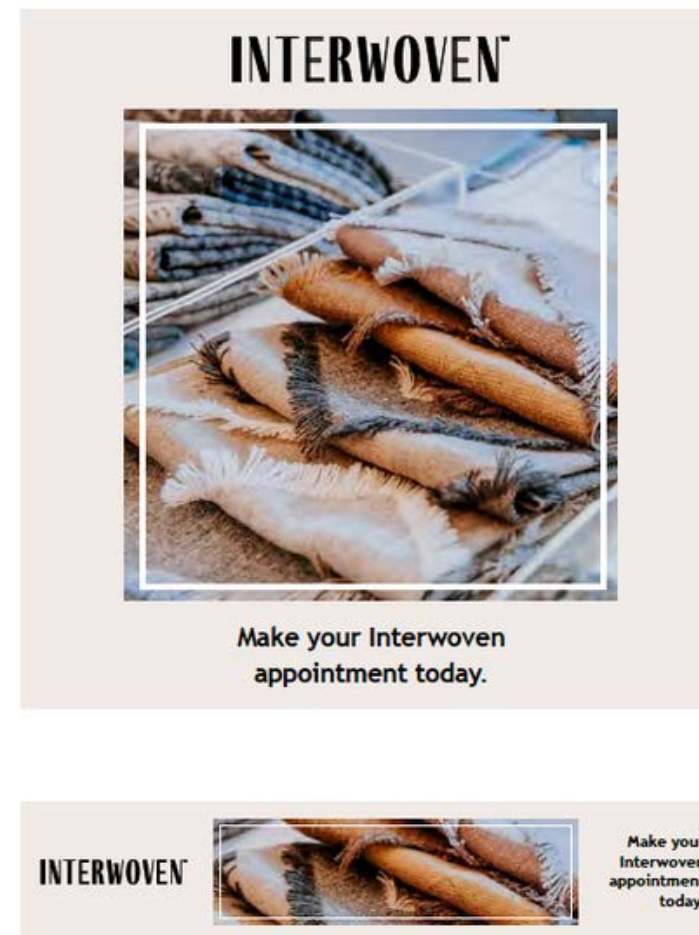
DIGITAL SPECIFICATIONS

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.

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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

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InterwovenSales@CrobarCreative.com



Media Kit
MAY 7-9, 2023