

IN SEASON & MARKETPLACE

IN SEASON

TARGET EVENT PLANNERS WITH YOUR SEASONAL PRODUCTS!
 Deliver your message to more than 49,000¹ special event professionals at the perfect time! Advertise in the "In Season" section and reach event planners when they are planning seasonal or themed events and actively looking to buy or rent special seasonal items.

- Your print ad will also appear on the online edition of In Season
- Space is limited to 7 ads per page so your product STANDS OUT!
- It is easy for potential customers to find you – we list your company name and website, and provide you with a reader service number.

In Season Issue Ad Close Dates:

January/February	December 9, 2011
March/April	March 2, 2012
May/June	April 20, 2012
September/October	August 22, 2012

In Season—
 Print & Online
 For only \$600
 Combination rates with
 Marketplace Section Available

ADVERTISEMENT IN SEASON

Heat Up Your Summer!

- 1. FLAGS OF BALL**
 Beautiful outdoor, aluminum flag and decorations that make your special event stand out from the rest. Perfect for weddings, parties, gardens, corporate events, celebrations and more! Custom printing available.
Flag of Ball / No Natural Wedding
 800/79-7627
 www.flagsofball.com
 Visit www.inseasonproducts.net for and check the box for 363
- 2. WHEELCHAIR RAMP**
 Accessory offers an easy, affordable solution to make any event ADA-compliant, accessible and green. Freeport. Recyclable/made in America. Available in one day.
Access
 800/79-7627
 www.access.com
 Visit www.inseasonproducts.net for and check the box for 362
- 3. ACCESSORIES FOR EVERY OCCASION**
 1 set assortment of 10 items is available from ShabbyChicHomeDecor. Four ShabbyChic Home Decor items hold everything from A to Z.
ShabbyChicHomeDecor
 212/64-4888
 www.shabbychichome.com
 Visit www.inseasonproducts.net for and check the box for 365
- 4. STANDING ROOM ONLY!**
 ADD's "standing room only" collection includes many designs that require no taping and are easy to use. Ideal for parties, events and more. Support truss. Other stands: gazebo, table, three and several and more. These items are designed to be used in any space. Although light is weight, these pieces are lightweight for drama. Easy, affordable and available in one or two pieces. 100% designed and made in America.
ADD
 800/682-8862
 www.add.com
 Visit www.inseasonproducts.net for and check the box for 364
- 5. BAMBOO TIKI TORCH**
 No fire, no liability, no oily mess, no dirty smoky. Very similar in design to the standard and very popular bamboo tiki torches on the market. Manufactured from high quality materials. It is a flameless, powered support truss. Other stands: gazebo, table, three and several and more. These items are designed to be used in any space. Although light is weight, these pieces are lightweight for drama. Easy, affordable and available in one or two pieces. 100% designed and made in America.
Forever Products Inc.
 800/79-4827
 www.foreverproducts.com
 Visit www.inseasonproducts.net for and check the box for 365

MARKETPLACE

REACH MORE THAN 49,000¹ SPECIAL EVENT PRODUCT BUYERS WITH EASY TO FIND ADS AT AFFORDABLE RATES.

Reasons to advertise in Marketplace:

Connect with event planners that buy your services.

Special Events' subscribers are actively involved with purchasing equipment, products and services for their companies.

Subscribers source suppliers all year long.

Special Events' subscribers on average plan, facilitate and/or organize 193 social/corporate events annually.²

Effective and affordable.

Marketplace is organized by supplier category so it's easy for buyers to find the suppliers they need—and easy for you to deliver your message at the critical point when a purchasing decision is made. PLUS, economical advertising options allow you to create a message that stands out from your competitors.

MARKETPLACE 4-COLOR NET RATES

Column Inch	1	2	3	4
3x Annual Rate	805	1,300	1,825	2,350
6x Annual Rate	1,170	2,000	2,885	3,750

AD CREATION SERVICES: Add \$220

Ad Size: 2.25" width by 1"- 4" height (Column Inch)

MARKETPLACE

DECOR/PROPS
DENICA-FOAM CENTERPIECES
 800/79-7627
 www.denicaf-foam.com

WE create foam props for any occasion!
1-866-236-FOAM
 www.taylorfoam.com
 We Make Custom Cake Dummies

ADD.COM
 800/682-8862
 www.add.com

Over 400 Molded Foam Shapes
 800/97-7388
 www.foam.com

Table Lighting
 using candle, liquid fuel or battery.
 Table Decor International - Atlanta, GA
 800/266-8267
 www.tabledecor.com

Advertise Here!
 800-543-4116 ext. 37171
 etano@specialevents.com

CENTERPIECES
The Party Riser
 by American Floral Container, Inc.
 1-800-484-8862 or call us at 770-411-1111
 www.americanfloralcontainer.com

SEMI-Operated Candles Light Party Riser!
 For a free catalog, call 1-800-484-8862 or visit us at www.americanfloralcontainer.com

EVENT EQUIPMENT
 Chair Covers and all table linens rent at purchase (very low price).
 90% nationwide, 24-48 hour availability.
 (877) 962-7443
 www.linensnstuff.com

TAPEPROS
 Call Us Toll Free at 1-800-682-8275
 www.tapepros.com
 Please refer to Code# 88801 when ordering

PROMOTIONS
Custom FIBER OPTIC HATS
 As low as \$4.95 each!
 800-543-4116
 FiberOptics.com

Contact: Eliza Tano, 800-543-4116 ext. 37171, 310-230 7171, or etano@specialevents.com

TO SEE A COMPREHENSIVE LIST OF TARGETED MARKETING OPPORTUNITIES, VISIT SPECIALEVENTS.COM/ADVERTISERS



Special Events magazine has franchise properties across a variety of media that bring you closer to your customers: Our Web site, specialevents.com; Eventline E-newsletter; Marketplace; Classifieds in print and online; The Special Events Buyers Guide; The Special Event Conference and Trade Show; and The Gala Awards.

Source: ¹ Circulation: 20,321 (Special Events BPA Publisher's Statement, June '11), multiply by Readers per Copy 2.4 (Special Events 2011 Reader Profile Study).

² Special Events BPA Publisher's Statement, June '11