

PADUCAH • McCracken COUNTY

# CONVENTION & EXPO CENTER

## EXPO ADVERTISING

Advertising that actually gets read!

- Captive audience
- High viewer recall
- Full color advertising
- Up close and personal
- Targeted audience (gender, income, lifestyle, age)
- A fraction of the cost of conventional advertising

**97,000** the number of individuals who attended events at the Paducah-McCracken Co. Convention & Expo Center over the past 12 months (Jan '22 - Jan '23)

YOUR  
AD  
HERE

YOUR  
AD  
HERE

YOUR  
AD  
HERE

YOUR  
AD  
HERE

“

*“Talk about your captive audience. Your attention is riveted directly on the space in front of you. People indeed read the ads thoroughly. Restroom advertising is naturally an effective medium for targeting strictly male or female audiences.”*

- Adweek

*“This was the only place in the world people would stand in line to read advertising. A study by Rice University shows that the amount of time readers focus on the bathroom advertisements is about a minute and a half for men and two minutes for women. You’ve got their undivided attention for a period of time.”*

- The Boston Globe

”

### AT THE EXPO, AND IN THE COMMUNITY

Reach families and local communities in their own backyard with our EXPO Advertising. Signs will be displayed in the most premium spot at the entrance and will have high visibility during games, practices, and competitions

**270.408.1346**

[WWW.PADUCAHCONVENTIONCENTER.COM](http://WWW.PADUCAHCONVENTIONCENTER.COM)

[info@paducahconventions.org](mailto:info@paducahconventions.org)

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# CONVENTION & EXPO CENTER

## EXPO MONTHLY AD RATES & SPECS

	24 month agreement	12 month agreement	6 month agreement	2-5 month agreement
RESTROOM STALL AD SPACES (per 1 add space)	<b>\$240</b> <b>\$20/month</b>	<b>\$300</b> <b>\$25/month</b>	<b>\$180</b> <b>\$30/month</b>	<b>\$35/month</b>

### DETAILS

*Full contract amount due at signing  
Save 10% discount on random placement*

*Full color advertising • Free initial ad design  
Customer pays for poster production fees  
Choose where to place your ads from our current list  
Ad placement is subject to availability and venue approval*

If you design your own ad: 300 dpi (minimum) camera-ready PDF, EPS, or JPG digital image (See 'Specs' below.)  
Restroom Stall Ad Specs: 14w x 11.75h  
Urinal Stall Ads: 8.25w x 11h each

If we design your ad, the fee is \$50 and we'll need a few things:

- Clean copy of your logo (if you have one): 300 dpi (minimum) PDF, EPS, or JPG digital image
- Basic information that you want to convey: address, phone number, general information about your goods or services
- Photo(s) or artwork: 300 dpi or 3 megapixel (minimum) PDF, EPS, or JPG digital image(s)

Publication deadline: The advertiser must provide all information and graphics required to produce their ad design (or provide appropriate camera-ready artwork) no later than 5:00 PM on the 15th of the month prior to the month of the desired placement. Any requests received after that time will be processed the following month.

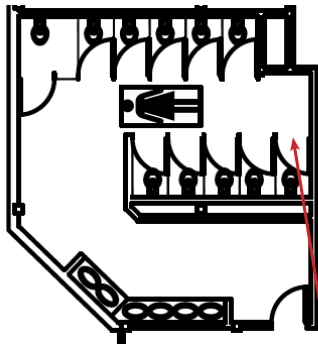
Note: We reserve the right to refuse advertising that we deem to be unethical, offensive, illegal, false or misleading in nature.

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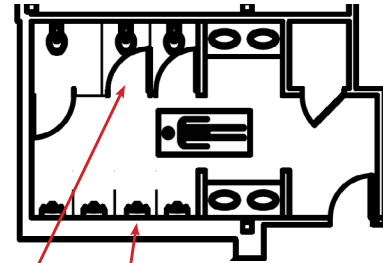
## LADIES RESTROOM WEST



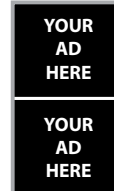
14x24  
On each stall door (11)  
2 ads per door  
14w x 11.75h each



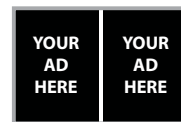
## MENS RESTROOM WEST



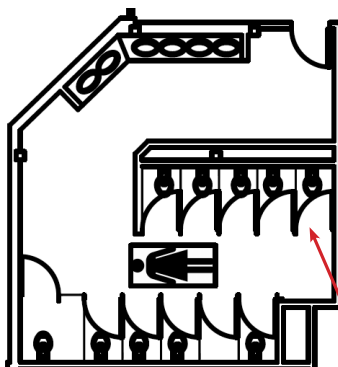
14x24  
On each stall door (3)  
2 ads per door  
14w x 11.75h each



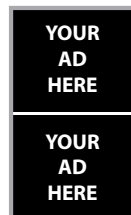
17x11  
Above each urinal (4)  
2 ads per stall  
8.25w x 11h each



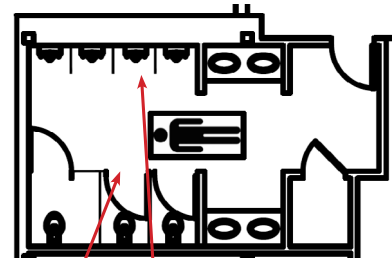
## LADIES RESTROOM EAST



14x24  
On each stall door (11)  
2 ads per door  
14w x 11.75h each



## MENS RESTROOM EAST



14x24  
On each stall door (3)  
2 ads per door  
14w x 11.75h each



17x11  
Above each urinal (4)  
2 ads per stall  
8.25w x 11h each

