

INSTRUCTIONS FOR THE ILLUSTRATED GUIDE

**PLEASE FOLLOW THESE GUIDE LINES FOR ALL LISTINGS IN THE 2018
FULL COLOR ILLUSTRATED GUIDE TO P.O.P., EXHIBITS AND PROMOTION**

The **CREATIVE 2018 Illustrated Guide to P.O.P., Exhibits & Promotion** will list all of the leading designers and producers of point-of-purchase displays, exhibits, promotional materials and services in the \$150 Billion promotion market. Each company is listed in the specific category in which it works, including the complete range of point-of-purchase displays, exhibits, and sales promotion agencies and services. The **Illustrated Guide** allows each company to showcase its best work with a Full Color image accompanying its listing.

The **Illustrated Guide** serves over 15,000 P.O.P. buyers, sales promotion and event managers, product managers, exhibit managers and marketing managers in the leading corporations in North America, with quick, accurate and up-to-the-minute information about the resources in this industry. The **Illustrated Guide** is the single, largest publication in the entire advertising and marketing field and is kept and used by every buyer for one full year. The **Illustrated Guide** has been published for more than 40 years.

Each listing in the Guide costs \$250.00 and includes complete information about your company including name, address, telephone number, fax number, E-mail and Web Site, plus a comprehensive description of your services, which you write yourself. This description of services can run up to 100 words.

The unique format of the **Illustrated Guide** enables you to add visual appeal and selling power to your company's listing with an adjacent Full Color image which can be a display, exhibit, promotional event, company logo, catalog cover, etc. The cost to add an image to your listing is \$250.00, so the cost for a listing with a full color image reproduced to a maximum height of 5", is just \$500.00. Please send in a glossy photo or digital image in jpeg, pdf or tif format.

Each listing will be put into the category which best describes your display, exhibit or promotion service, which you select. There are over 100 categories in the **Illustrated Guide** and new categories are added as needed to describe new types of products or services. Many companies use multiple listings and if your company works in more than one product category, you can obtain listings in each category you desire. To order more than one listing, simply duplicate the attached Order Form.

The complete **2018 Illustrated Guide**, text and images, will be featured on our Web site for a whole year. If you wish to view the **2017, Illustrated Guide** on-line, you can view it at www.creativemag.com. All Online listings link to your Web site. In addition to the text and image you can also including a promotional video in your listing.

If your company appeared in last year's **Illustrated Guide**, your listing is attached on a 2018 Order Form. Please make any changes or corrections right on the form itself. If your listing is correct, mark it "O.K." and return it to us. If yours is a new listing, fill out the enclosed Order Form.

Please remember to enclose the correct payment at the same time that you return your Order Form, and send it to **CREATIVE MAGAZINE**, 31 Merrick Avenue, Suite 60, Merrick, N.Y. 11566, larry@creativemag.com.