



Ruby Radio Corporation • 1750 Manzanita Suite 1 • Elko, Nevada 89801



AUGUST 4th, 2018

Elko Convention Center



Welcome to our Women's Expo!

What are women into?

EVERYTHING!

On August 4th, Ruby Radio presents a celebration of women!

The Ruby Radio Women's Expo is about:



- * Shopping
- * Fitness
- * Beauty
- * Financial Planning
- * Skin Care
- * Parenting
- * Accessories
- * Family
- * Food
- * Health
- * Jewelry
- * Careers
- * Shoes
- * Fun



Ruby Radio's stations are far and away the leader in reaching Elko County's busy women, and we'll make sure they know all about this exciting event, with literally *thousands and thousands* of promotional announcements.

And after all that promotion, you'll have the opportunity to talk face-to-face with literally thousands of people about the world's biggest mystery:
What Do Women Want?

Do you have something to offer them? Well, here is the best chance you'll get all year...at

The Ruby Radio Women's Expo



INDOOR BOOTH PACKAGE

Every participant in the Ruby Radio Women's Expo will get a booth and an advertising schedule on all six Ruby Radio stations. Your ad may say anything you like about your business, but it must include the name and date of the event and the name of the Master Sponsor.

Triple Booth Package

8 x 30 Booth, 396 radio ads (66 per station)

All ads must air as a "Combo," 45 BTA ads and 21 Overnight over a 3-week period. Your Ruby Radio rep will help you write your ad, and we will produce it at no charge.

\$1575

Premium Double Booth Package

8 x 20 Booth on the end-aisle, 396 radio ads (66 per station)

There are only four of these spaces with super visibility, as they are open on three sides. Visitors must walk all the way around your booth to go from one aisle to the next, so you'll get excellent exposure.

All ads must air as a "Combo," 45 BTA ads and 21 Overnight over a 3-week period. Your Ruby Radio rep will help you write your ad, and we will produce it at no charge.

\$1575

Double Booth Package

8 x 20 Booth, 264 radio ads (44 per station)

All ads must air as a "Combo," 30 BTA ads and 14 Overnight over a 2-week Period. Your Ruby Radio rep will help you write your ad, and we will produce it at no charge.

\$1050

Standard Booth Package

8 x 10 Booth, 132 radio ads (22 per station)

All ads must air as a "Combo," 15 BTA ads and 7 Overnight over a 1-week Period. Your Ruby Radio rep will help you write your ad, and we will produce it at no charge.

\$ 525

Outside Spaces

The Elko Convention Center has several outdoor spaces on the lawn of the facility. Feel welcome to request a map with pricing. Food and beverage vendors are welcome. Please remember that there will be no exclusives – you and your competitor are both welcome.

NOTE: 2018 CHANGE IN THE WAY BOOTHS ARE ASSIGNED:

While Double, Triple and Premium booths may be reserved on the day Ruby Radio receives your payment, single booths will be not be assigned until the day before the event. This allows us to configure the show in the most pleasing way possible for the people who attend the event, and to eliminate problems with last minute changes. After organizing dozens of events in the Elko Convention Center, we long ago discovered that people who come to the show tend to tour the facility and visit every booth. HOWEVER, if you feel it is important to be in a particular booth, we will reserve one for you for an additional \$75 priority fee.

NOTE: All rates shown are BTA Net and Overnight Net rates.

BTA = 5a-1a and Overnight = 1a-5a

EARLY BIRD DISCOUNT: Deduct \$26 dollars from the total cost of your booth if Ruby Radio receives your payment by 5 PM on Tuesday, May 15th, 2018.