

ITMA NEWS

REACH

2,700

TEXTILE MARKET PROFESSIONALS

EVERY WEEK

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A

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umbrella

Have you made appointments yet for ITMA SHOWTIME?

Join us in High Point, N.C., the home furnishings capital of the world, June 5-8, 2013 for SHOWTIME, the largest decorative event in the Western Hemisphere, where industry leaders present their latest designs to home furnishings manufacturers. [MORE](#)

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Carpet industry feeling effects of high gas prices

The Associated Press via Atlanta Journal-Constitution [Share](#) [Like](#) [+1](#) [Retweet](#)

Higher gas prices are leading to higher manufacturing costs for Georgia's carpet industry. Experts say changes in gas prices reverberate along the supply chain and are ultimately passed on to the consumer. The most popular carpet fiber — nylon — is petroleum based. And the carpet backing polypropylene is closely tied to the price of oil. [MORE](#)

Cotton supply shortfall, rising demand send prices soaring

American Laundry News [Share](#) [Like](#) [+1](#) [Retweet](#)

Soaring demand amid low supply levels has pushed cotton prices to record heights in recent months, and the prices of finished goods have risen in turn. Textile manufacturers are working feverishly to maintain their raw-materials supplies while providing their customers with finished goods that won't break their linen or uniform budgets. [MORE](#)

CELEBRATING 50 YEARS

TUV SUD

Global provider of testing, inspection, certification and training services for the textile, apparel and footwear industry.

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Featured Companies

Ava Textiles
Ava Textiles is a New York based company that services the fashion and bridal industry as well as the home furnishings realm of fabrics. [MORE](#)

Früh Whirlpaper
Can you ensure that 100% of every factory meets regulatory requirements? Leveraging technology and process solutions can provide a number of direct benefits. Read on! [MORE](#)

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5 top trends in American decorating

House Beautiful [Share](#) [Like](#) [+1](#) [Retweet](#)

From the great room to the new gathering place, designers share the new themes in American style. Click here for some of the best interior design ideas for 2011. [MORE](#)

Texprocess debuts in Frankfurt, Germany

Textile World [Share](#) [Like](#) [+1](#) [Retweet](#)

Messe Frankfurt GmbH has added another trade show brand to its portfolio of events serving the global textile industry. This year, the Frankfurt-based producer and organizer of expositions — including Techtextil, Texworld, Heimtextil and numerous others, both textile- and non-textile-related, around the world — is launching Texprocess, a trade show focused on the processing of textile and flexible materials. [MORE](#)

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MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E FEATURED COMPANY

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

G

CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

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AD RATES & SPECS

Prices are for participation in 13 emails to the 2,700 textile market professionals (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$1750/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1950

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



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Featured Company
\$1500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



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Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet,

Current Promotion
\$1250

Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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ITMA NEWS, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION
TO TEXTILE MARKET PROFESSIONALS.

ITMA News tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of individual mills, converters, tanneries and trimming manufacturers that produce decorative coverings for the home furnishings industry.

ITMA NEWS
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN ITMA SHOWTIME:



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For more than 20 years, our members have turned to the association as the informational authority of the industry. Advertising in ITMA News solidifies your place among weekly information provided to ITMA members.



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