



SHOW DIRECTORY

Advertising Insertion Order Form and Specification Sheet

June 20 – 21, 2011
 Hilton New York, New York City
www.allforonesummit.org

Presented by DM Days

PRODUCTION GUIDELINES AND AD SIZES

Trim Size	8 3/8" x 10 7/8"
Full Page Bleed (add 0.125" all around)	8.625" x 11.125"
Full Page No Bleed	7" x 9.5"
Half Page horizontal No Bleed	7" x 4.583"

- Inside B&W ads will not bleed. All Color ads may bleed. (Add 0.125" all around)
- All ads must be accompanied by printout or proof sheet

ADVERTISING RATES

<input type="checkbox"/> Inside Full Page 4-Color	\$1,000
<input type="checkbox"/> Inside Half Page 4-Color	\$600
<input type="checkbox"/> Inside Front Cover (4-Color only)	\$5,000
<input type="checkbox"/> Inside Back Cover (4-Color only)	\$5,000
<input type="checkbox"/> Back Cover (4-Color only)	\$6,000

NOTE: All For One Marketing Summit Directory advertising is available ONLY to current All For One Marketing Show exhibitors and sponsors.

Please **FAX** this form to Gaye Dullaghan at: 202.955.0056 or **E-MAIL** it to gdullagh@the-dma.org.

Please **E-MAIL** artwork to Gaye Dullaghan at gdullagh@the-dma.org or **MAIL** to: Attn: Larry Worthey
 Direct Marketing Association
 1120 Avenue of the Americas
 New York, NY 10036

ACCEPTABLE SOFTWARE AND FILE TYPE

- High resolution PDF
- High resolution Photoshop CS2 or lower EPS or tiff 300dpi
- Illustrator EPS CS3 or lower
(EPS illustrator files should have all fonts outlined)
- QuarkXpress 6.5 or lower MAC format
(all images and fonts should be included)
- InDesign CS3 MAC format
(all images and fonts should be included)

DEADLINES

Insertion Orders: April 29, 2011
Artwork: May 10, 2011



If you are using a full version of Adobe Acrobat, please fill in the **INSERTION ORDER FORM**, save a copy as your company name and email it. Otherwise, fill in the form, print it and fax it back to us.

Advertiser
 Company
 Address
 City State Zip Code
 Contact
 Title
 E-Mail
 Phone
 Fax

PAYMENT

Total Amount \$
 Check Enclosed (Made payable to DMA)
 Visa MasterCard American Express Discover
 Card Number
 Expiration Date
 Name (as it appears on card)
 Company Name (if corporate card)
 Sign or Initial Here

For additional information, please contact Wilson Vargas at 212.790.1459 or email wvargas@the-dma.org or Matt Yates at 352.333.6014 or email myates@naylor.com.