

## SHOW DIRECTORY ADVERTISING OPTIONS:

All **premium** positions must be 4-Color; All other ad positions can be B&W or 4-Color.

### PRODUCTION GUIDELINES AND AD SIZES

Trim Size	8.5" x 11"
Full Page Bleed (add 0.125" all around)	8.75" x 11.25"
Full Page No Bleed	8" x 10.5"
Half Page No Bleed	8" x 5"
Quarter Page No Bleed	8 x 2.5

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

Please **FAX** this form to Michelle Wilson at:  
913.514.6656 or  
**Email** it to [michelle.wilson@penton.com](mailto:michelle.wilson@penton.com)

Please **Email** artwork to Katie McEvoy at  
[kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org)

### ACCEPTABLE SOFTWARE AND FILE TYPE

- A. High resolution PDF
- B. High resolution Photoshop CS3 or lower EPS or tiff 300dpi
- C. Illustrator EPS CS3 or lower  
(EPS illustrator files should have all fonts outlined)
- D. InDesign CS3 MAC format  
(all images and fonts should be included)

### DEADLINES

**Insertion Orders:** March 26, 2010

**Artwork:** Due April 6, 2010

For additional information, please contact  
**Trinette Cunningham** at 724.809 .6224  
or email [tcunningham@the-dma.org](mailto:tcunningham@the-dma.org).  
**Donna LoPorto** at 303.543.1164 or email  
[dloporto@the-dma.org](mailto:dloporto@the-dma.org).

### ADVERTISING RATES

	DMA MEMBERS	NON MEMBERS
<input type="checkbox"/> 4/Color logon in your Exhibitor Description	\$350	\$850
<input type="checkbox"/> B&W logo in your Exhibitor Description	\$300	\$800
<input type="checkbox"/> 7" x 1" Banner across bottom of Exhibit Page	\$795	\$1,295
<input type="checkbox"/> Quarter Page Ad	\$595	\$1,095
<input type="checkbox"/> Half Page Ad	\$795	\$1,297
<input type="checkbox"/> Full Page Ad	\$1,195	\$1,695
<input type="checkbox"/> Inside Back Cover (4-Color only)	\$3,595	\$4,095
<input type="checkbox"/> Inside Front Cover (4-Color only)	\$3,695	\$4,195
<input type="checkbox"/> Back Cover (4-Color only)	\$3,795	\$4,295
<input type="checkbox"/> Bookmark (price based on provided bookmark materials)	\$1,495	\$1,995
<input type="checkbox"/> Belly Flap (price based on provided bellyflap materials)	\$2,495	\$2,995

Advertiser \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

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 Here \_\_\_\_\_