



# SHOW DIRECTORY

## Advertising Insertion Order Form and Specification Sheet

June 16 – 18, 2009  
 Jacob K. Javits Convention Center  
 www.dmdays.com

### PRODUCTION GUIDELINES AND AD SIZES

Trim Size	8.375" x 10.875"
Full Page Bleed (add 0.125" all around)	8.625" x 11.125"
Full Page No Bleed	7.375" x 9.875"
Half Page No Bleed	7.375" x 4.9375"

- 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 Black & White	\$1,045
<input type="checkbox"/> Inside Half Page Black & White	\$610
<input type="checkbox"/> Inside Full Page 4-Color	\$1,360
<input type="checkbox"/> Inside Half Page 4-Color	\$790
<input type="checkbox"/> Inside Front Cover (4-Color only)	\$3,145
<del><input type="checkbox"/> Inside Back Cover (4-Color only)</del>	<del>\$3,145</del> <b>SOLD!</b>
<input type="checkbox"/> Back Cover (4-Color only)	\$4,725

**NOTE:** DM Days NY Show Directory advertising is available ONLY to current DM Days NY exhibitors and sponsors.

Please **FAX** this form to Katie McEvoy at: 617.328.8528 or **E-MAIL** it to [kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org).

Please **E-MAIL** artwork to Katie McEvoy at [kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org) or **MAIL** to: Attn: Larry Worthey  
 Direct Marketing Association  
 1120 Avenue of the Americas  
 New York, NY 10036

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

### ACCEPTABLE SOFTWARE AND FILE TYPE

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

### DEADLINES

**Insertion Orders:** April 24, 2009  
**Artwork:** May 1, 2009

**hot tip** 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.

### 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 Donna LoPorto at 303.543.1164 or email [dloporto@the-dma.org](mailto:dloporto@the-dma.org)  
 Katie McEvoy at 617.328.8501 or email [kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org).