Reservation for Advertising Space
ShoWest 2010 Program Journal

Please Remit Form to Robin Klamfoth
Email: robin.klamfoth@nielsen.com OR Fax: 770.777.8726

This is your authorization to publish our advertisement in the
ShoWest 2010 Program Journal to occupy:

- ☐ Full Page (Full Color)
- ☐ Full Page (Black & White)
- ☐ Half Page (Black & White)
- ☐ Tab Page (Full Color)
- ☐ Inside Front Cover (Full Color)
- ☐ Inside Back Cover (Full Color)

Company

Name _____

Address _____

City _____ State _____ Zip _____

Country _____ Telephone _____

Email _____ Fax _____

Name _____ Signature _____

Ad Sizes (Live Copy Area)	Color Rates	Black & White Rates
Full Page (Non-Bleed): 4.5"w x 7.5"h	$2500	$1200
Half Page (Non-Bleed): 4.5"w x 3.75"h	$1500	$750
Inside Front Cover (1/8" Bleed)	$3500 (Full Color Ads Only)	
Inside Back Cover (1/8" Bleed)	$3500 (Full Color Ads Only)	
Tab Page (1/8" Tab Allowance)	$3000 (Full Color Ads Only)	
Trim Size: 5.5" x 8.5"	Bleed: 5.75" x 8.75"	133 Line Screen

Mechanical Specifications:

Artwork on CD-ROM accepted, page proof required. Preferred programs include Quark 4.0 and Adobe Illustrator 6.0 (or higher). Include all fonts and artwork on CD-ROM and for artwork created in Adobe Illustrator, please convert all fonts to outlines. If sending in a .TIF file or .JPG file, artwork must be saved at 300dpi minimum. Please be aware that all colors should be converted to CMYK format for paper processing.

FTP upload intructions will be provided upon receipt of ad reservation.

COPY DEADLINE: MARCH 1, 2010

Payment Procedures:

All payments made by check or wire transfer must be in US Dollars. Funds can be wired directly into the US Bank Account. Checks in US Dollars must be drawn on US banks only - please make checks payable to ShoWest 2010.
In the United States: JP Morgan Chase, 550 West Van Buren, 14th Fl., Chicago, IL 60607
Routing (ARA) #:021000021 Account #: 4009-50898 Swift Code: CHASUS33 Acct Name: ShoWest