

November 3 – 5 2010

Hyatt Regency Bellevue, Bellevue, WA

Advertiser: _____
 Address: _____

 Contact: _____
 Phone: _____
 Fax: _____
 Email: _____

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 Address: _____

 Contact: _____
 Phone: _____
 Fax: _____
 Email: _____

ALL information must be COMPLETELY filled out before Insertion Order is submitted to production

Size: _____ Color: _____ Rate: _____ Bleed: Yes No
 Gross Cost: _____ Net Cost: _____ Position: _____ (Not guaranteed unless noted)
 Comments: _____
 Advertiser Signature: _____ Date: _____
 Sales Representative: _____ Date: _____

Payment Information

Method of Payment: Credit Card Check Bill Company
Credit Cards: American Express Visa Mastercard
 Amount to be charged: _____
 Card Number: _____ Expiration Date: _____
 Name on Card: _____ Signature: _____

Advertising Rates	BW	4-Color
Full Page	\$ 1,166	\$ 1,800
Half Page	\$ 848	\$ 1,166
Third Page	\$ 551	\$ 1,090
Quarter Page	\$ 424	\$ 1,010

Covers (Include 4 Color Charge)

2 nd	\$2,230	
3 rd	\$2,320	Bleed – No Charge
4 th	\$3,200	Special Position +10% Rate

Mechanical Requirements

Full Page	5.75 x 8.75"	120 x 190 mm
Full Page (Bleed)	4.75 x 7.5"	146 x 222 mm
½ Page Vertical	2.125 x 7.5"	54 x 190 mm
½ Page Horizontal	4.5 x 2.625"	111 x 92 mm
¼ Page Horizontal	4.375 x 2.313"	111 x 59 mm
¼ Page Vertical	2.125 x 3.5"	54 x 89 mm

Additional Information



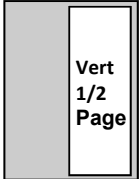

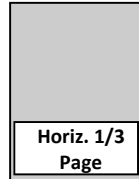
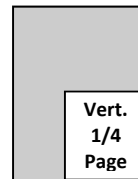
- Standard Listing – No Charge**
Company Contact details plus 50 word Description
- Enhanced Listing - \$350**
Company logo, company contact details, 100 word description in exhibitor showcase section of the showguide all in larger bold face type
- Non Exhibitor Enhanced Listing - \$450**

Miscellaneous

- Publisher reserves the right to reject any ad
- Charges for production work billed at cost
- Inserts – Consult publishers for specs and rates

Production Requirements

- Digital Files (PC or MAC):
- - Acceptable media on Zip disk, CD-Rom, or e-mail. All ad materials need an accompanying proof correct for color, content and size.
- File Formats
- - PDF file optimized for Press Output with images in CMYK color (NO RGB) no embedded JPEG images.
- - Hi-Res (300 DPI) TIFF Files
- - Quark XPress documents with supporting Hi-Res images and fonts
- Bleed page size is 5.75 x 8.75"
- Non-bleed page size is 4.75 x 7.5"

 Full Page Bleed Profile 5.75 x 8.75" 120 x 190 mm	 Full Page Profile 4.75 x 7.5" 146 x 222 mm	 Vert 1/2 Page 2.125 x 7.5" 54 x 190 mm	 Horiz. 1/2 Page 4.5 x 2.625" 111 x 92 mm	 Horiz. 1/3 Page 4.375 x 2.313" 111 x 59 mm	 Vert. 1/4 Page 2.125 x 3.5" 54 x 89 mm
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