



DIRECTORY AD SPACE RESERVATION FORM

Fill out this form to reserve your space and see the next page for material specifications.

Now Take Advantage of TWO Great Opportunities to Put Your Company Information in the Hands of Your Customer

- Directory Logo Listing** *Directory Logo Deadline:* **June 15, 2012**
 Feature your company logo alongside your exhibitor listing in the show directory for added exposure! **Cost: \$50**

- Directory Ad** *Directory Materials Deadline:* **June 15, 2012**
 Place an ad in the show directory handed out on-site to all registered attendees. In addition to seeing your ad at the show, buyers will refer to it after the show when they use the directory as a reference tool.

Check one:

4-Color

- _____ Inside Front Cover \$400
- _____ Inside Back Cover \$300
- _____ Outside Back Cover \$400
- _____ Page 1 (premium position) \$300
- _____ Full Page \$250
- _____ Half Page \$175

Black & White

- _____ Full Page \$100
- _____ Half Page \$ 75

Logo Listing

- _____ 1" x 1" black & white \$50

Please note:

- * An additional \$25 fee will apply to all specific page requests other than the covers and page 1.
- * An additional fee will be assessed to all ads that are not camera ready.

ALL Ads MUST BE PRE-PAID!

To reserve your space, fax this form to

678.285.7469 or mail to:

Urban Expositions

**Attn: Matt Miller or Evan Shoda
 1690 Roberts Blvd. NW, Suite 111
 Kennesaw, GA 30144**

Questions? Call Matt at 678.370.0343/

mmiller@urban-expo.com or

Evan at 678.370.0322 /

eshoda@urban-expo.com

All rates are net. Show Management reserves the right to reject any advertising at any given time.

Your Information:

Company: _____

Authorized by: _____

Address: _____

City: _____ State: _____ Zip: _____

P: _____ F: _____

E-mail: _____

Comments: _____

DIRECTORY AD SPECIFICATIONS & RATES:

INSIDE FRONT COVER - 4 Color: \$400

PAGE 1—4 Color: \$300

INSIDE BACK COVER—4 Color: \$300

OUTSIDE BACK COVER—4 Color: \$400

FULL PAGE—4 Color: \$250

FULL PAGE—Black & White: \$100

HALF PAGE—4 Color: \$175

HALF PAGE—Black & White: \$75

LOGO—Black & White Logo Alongside Exhibitor Listing: \$50

DIRECTORY:

TRIM (final size of publication): 5 1/4" wide X 8 1/4" deep

FULL PAGE AD (no bleed): 4 1/2" wide X 7 1/2" deep (Bleeds should exceed trim size by 1/2")

HALF PAGE AD: 4 1/2" wide X 3 5/8" deep

LOGO LISTING: 1" x 1" black and white

MATERIAL SPECIFICATIONS:

Digital files only are accepted in the format listed below.

DO NOT send film or separations.

PDF: Acrobat pdf files are accepted at high resolution (300 dpi)

Quark Xpress 4.1 or higher: Provide high resolution (300 dpi or higher) images in position, along with proof. Include all fonts, tifs and eps files.

Fully composed Photoshop or Illustrator files: Provide in native files (as .psd or .ai file) with all supporting fonts and images.

E-MAILING: If you are e-mailing your ad you must first compress it (ZIP or Stuffit). As above you must include all components of the ad (fonts, images, etc.) Please identify the ad or representatives name. Email ad material to: mmiller@urban-expo.com or eshoda@urban-expo.com

FTP Site: Please contact Matt Miller at 678.370.0343/mmiller@urban-expo.com or Evan Shoda at 678.370.0322/eshoda@urban-expo.com for FTP instructions.

Send Materials to: Urban Expositions

Ph: (678) 285-3976 Fx: (678) 285-7469

E-mail: mmiller@urban-expo.com or eshoda@urban-expo.com

By Mail:

Attn: Matt Miller/Evan Shoda

1690 Roberts Blvd., Suite 111

Kennesaw, GA 30144