

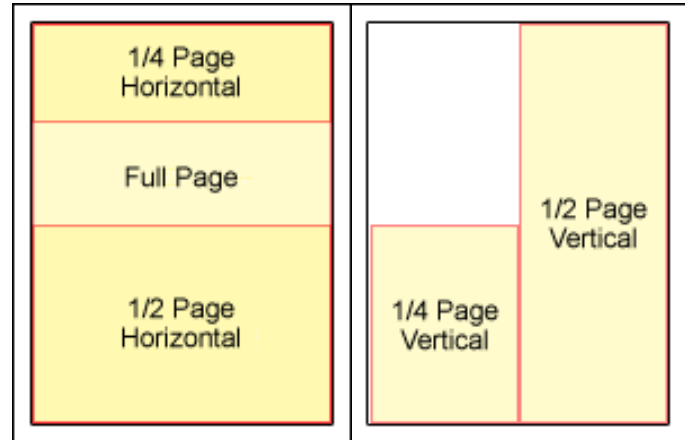


Program Book Advertising Guidelines

Advertising in the Program Book is one of the best ways to increase traffic to your booth and highlight your products at the convention; plus many attendees will take the program book home. We will sell only a limited number of ads so reserve your space early! The Rear and Inside Covers are in **COLOR**.

Ad Rates and Dimensions

Ad Size	Width	Height	Price
Cover (Back) (COLOR)	7.5"	10"	\$350.00
Inside Covers (COLOR)	7.3"	10"	\$250.00
Inside Full Page	7.3"	10"	\$150.00
Half Page Horizontal	7.25"	4.875"	\$100.00
Half Page Vertical	3.525"	10"	\$100.00
Quarter Page Horizontal	7.25"	2.375"	\$75.00
Quarter Page Vertical	3.525"	4.875"	\$75.00



Digital Ad Creation Information

Advertising reservations and payment must be received on or before Friday, May 04, 2007. Final advertising files must be received on or before Thursday, May 17, 2007. If you have questions regarding ad specifications, please contact ConEvents at 480.236.4314 or Exhibitor@ConEvents.Com for more details.

- Ad materials must be received by the ad materials dead-line of Thursday, May 17, 2007 - refunds will not be made.
- Ad materials must be formatted to fit within the above dimensions.
- Acceptable Formats: PDF (optimized high-resolution only), TIFF (300 dpi CMYK or grayscale), Flattened Illustrator or Photoshop file.
- A Bleed of 0.125" should be left around the edges of all images to ensure they maintain read-ability when placed inline with program book text elements. The Bleed is inside the Ad Sizes specified above. This means any graphics or text elements important to your ad should be placed 1/8" inch inside the defined ad space.
- Please proof your ad for correct size, contact information, and spelling.
- Digital submission is required for ALL ads. (All fonts and photos must be embedded. Photos should be at least 300 DPI.)
- ConEvents LLC reserves the right to mark "advertisement" on copy that readers might confuse with editorial content and to refuse offensive copy. ConEvents LLC assumes no liability for errors in text, or contact information contained in your submission.
- Advertisers and their respective agencies are held liable for all content of printed advertisements, and for any claims made against ConEvents LLC.

Additional Charges

Digital material submitted which does not meet specifications or is otherwise improperly prepared and requires additional work (typesetting, design, composition, artwork, halftones or color separations.) on the part of ConEvents staff will incur a minimum charge of \$30. If changes are extensive, additional charges at the rate of \$25 per hour will be incurred.