



Print Advertising

CONFERENCE & EXHIBITION
 MONDAY—THURSDAY
 1.28.08*—1.31.08
 MANDALAY BAY RESORT
 LAS VEGAS NEVADA
 * 1.28.08 Featuring Mobile++

NATPE's primary print pieces are a one-two punch centered on the 2008 Conference & Exhibition. Designed to assist attendees in navigating through the show and guide decisions throughout the year, the *Show Guide*, *NATPE Daily* and *Pocket Guide* will put your money where their minds are.

Show Guide

Distributed to all conference attendees and referred to throughout the year, this publication offers color and black & white advertising mixed into practical information, a speakers who's who and, of course, the important Exhibitor Listing section.

Front Cover **SOLD**

Back Cover **\$8,000**

Inside Front Cover **\$8,000**

Inside Back Cover **\$6,000**

OR

Back Cover Gatefold **\$12,000**

Full Spread (Color) **\$5,500**

Full Page (Color) **\$3,000**

Full Page (B&W) **\$2,500**

Kiss Cut Page

Exclusive and innovative opportunity that includes stick-em' flag ad page, and an attached full page ad.

\$15,000

NATPE Daily

Live news and great photos produced by our team of highly knowledgeable journalists with exclusive distribution at all high-trafficked areas throughout the convention center. Enhance your message by advertising in this targeted, market-driven editorial that is a daily conference must-read.

Front Cover **SOLD**

Back Cover **\$6,000**

Inside Front Cover **\$5,000**

Inside Back Cover **\$5,000**

Double Page Spread (Color) **\$6,000**

Single Page (Color) **\$4,000**

Half Page (Color) **\$2,500**

Pocket Guide

Distributed as a baginsert, at registration counters, information kiosks and magazine racks, this guide is a smart-sized fold-out that NATPE participants rely on to navigate the conference sessions and exhibit floor.

Front and Back Cover **SOLD**



SHOW GUIDE SUBMISSION GUIDELINES:

- Files must be in Macintosh platform, we do not support PC platform.
- Files must be the correct size (see mechanical specifications table below for sizes).
- Please supply your artwork in the following file types:

Photoshop TIFF Files up to Version 7

- Images must be supplied as CMYK high resolution 300 dpi TIFF files.
- Photoshop files must be saved as flat TIFF files no fonts, or layers.
- If Photoshop files are sent via FTP or email, you can save as RGB maximum quality JPEG files, to reduce the file size. (Please let us know if the file is saved in this format)

Illustrator EPS Files up to Version 10

- All text must be outlined and images embedded and saved as an Illustrator EPS file.

PDF Files

- We require composite CMYK PDF files using Adobe Acrobat Distiller 4 or 5.
- Pages must be saved as individuals and not double page spreads.
- A minimum 5mm (1/4") bleed is required around all pages to ensure that any images or tints do not end up short of the page.
- It is recommended that the text or subject matter does not fall within 5mm (1/4") of the trim edge to prevent any of the content being trimmed.
- PDF files must contain high resolution CMYK images and have all fonts embedded.

DEADLINES: COVER ad is due by Tuesday, **December 11, 2007**

BW ads are due by Wednesday, **December 19, 2007**

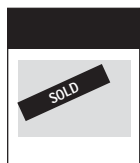
4-color ads are due by Thursday, **January 3, 2008**

DELIVERY: Advertising materials must be sent to the following FTP site www.impress1.com. Click on "Upload" and the screen will prompt you. On the scroll down menu of employees, mark the file to the attention of Jeff Chiarella. **NOTE:** COVER ART should be sent to Helena Gregorian at NATPE. See Pocket Guide Specs below for delivery address.

CONTACT: For information regarding material delivery contact **Pam Koehler** at **406-585-5860** All other inquiries contact your NATPE sales representative.

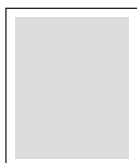
SHOW GUIDE SUBMISSION SPECIFICATIONS:

Include .25" on all four sides for bleed ads. Keep live area .25" in from trim.



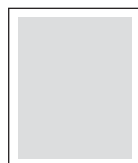
Show Guide Front Cover

Trim Size: 6.625" x 10"
Ad Size: 5.625" x 6.25"



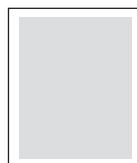
Inside Front Cover

RATE: \$8,000
Trim Size: 6.375" x 10"



Back Cover

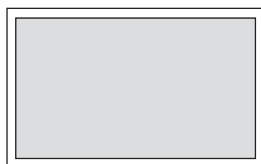
RATE: \$8,000
Trim Size: 6.5625" x 10"



Inside Back Cover

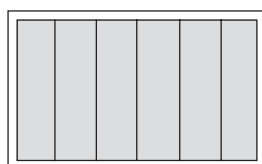
RATE: \$6,000
Trim Size: 6.3125" x 10"

NOTE:
Add \$500 to rates for premium ad positioning.



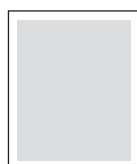
Back Cover Gatefold

RATE: \$12,000
Trim Size: 12.8125" x 10"



2-Page Spread

RATE: \$5,500
Trim Size: 13.25" x 10"



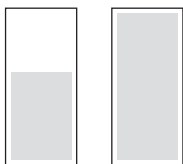
Full Page

RATE: \$3,000 COLOR/\$2,500 BW
Trim Size: 6.625" x 10"

POCKET GUIDE SUBMISSION GUIDELINES:

Guide print in 4-color CMYK process at 175 lpi on coated stock. Additional charges will apply for time spent on art that has been submitted incorrectly. Ads are to be submitted in digital format only, saved to a Zip Disk, CD or e-mailed directly to NATPE. Final art should be created in Quark, InDesign, Illustrator or Photoshop with full Macintosh compatibility, including all linked fonts and graphics. If sending artwork electronically, please include a PDF proof. All graphic files should be prepared at 350 dpi and saved in EPS or TIFF format. Hi-resolution PDFs are also accepted as final art.

POCKET GUIDE SUBMISSION SPECIFICATIONS:



Front & Back Cover

RATE: \$20,000
Front Cover: 3" x 5"
Back Cover: 3" x 7.5"

DEADLINE: Friday, January 4, 2008

DELIVER OR E-MAIL ALL FINAL ART TO:

NATPE Marketing Department
5757 Wilshire Blvd., Penthouse 10
Los Angeles, CA 90036
E-mail: Helena@natpe.org

CONTACT: Please contact Helena Gregorian (310-453-4440, ext. 225) if you have any questions regarding these specifications.