



Thank you for your interest in advertising in the **NACS Show Daily**. For more information, please contact Rebecca Jones at (913) 344-1392.

Advertising information (Rates include insertion in three issues.)

Size	Four-color
Premium options	
Belly Flap (one day)	\$12,740
Back Cover	\$10,400
Inside Front Cover	\$9,100
Inside Back Cover	\$8,125
Rack Premium	\$20,000
Map Premium	\$7,800
Front Page Banner Ad	\$4,875
Center Spread	\$13,000
Insert one day	\$7,350
Insert two days	\$8,000
Insert three days	\$8,650
Standard options	
Full-Page Spread	\$11,700
Half-Page Spread	\$8,418
Full Page	\$6,500
Junior Page	\$5,200
1/2 Page	\$4,550
1/4 Page	\$2,600
Coupon	\$1,300

DEADLINES

Space reservation due:
September 2, 2009

Materials due:
September 16, 2009

Dailies ad sizes and dimensions

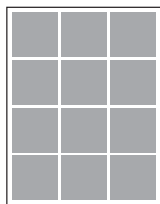
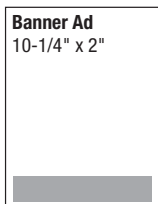
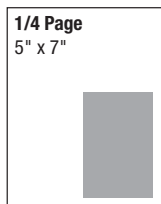
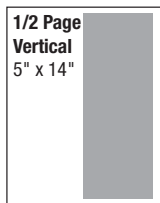
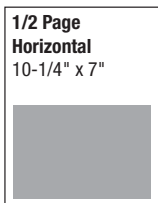
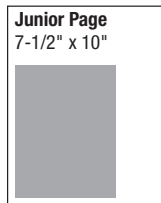
(width x height)

Publication size:

11-3/8" x 15" (finished size)

Newspaper ads **do not** bleed.

Newspapers do not take a final bindery trim.



Distribution rack

Available ad space (for advertisers):

Front header panel: Corporate logo space
15-3/4" wide x 7" high

Side panels: 15" wide x 47-1/2" high

Final rack dimensions:

Front header panel: 15-3/4" wide x 19" high

Side panels: 15" wide x 47-1/2" high

NOTE: Please include 1" bleed around all artwork.

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

Product logos

- Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2-1/4" x 1" in TIF, JPG or EPS format (vector EPS preferred).

Inserts

- Insert will be bound in and should not exceed 8-3/8" x 10-7/8", minimum size is 4" x 6".
- Prototype required.

Unacceptable file types

- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Media sales representative.

Submitting digital files

- Contact your Ascend Media representative for your upload instructions and unique login and password.

Proofs

- Contract proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at www.swop.org. Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

Submitting required proofs

Mail proofs to:
Ascend Media, LLC
Attn: NACS Show Daily
7015 College Blvd., Suite 600
Overland Park, KS 66211
913-469-1110

Please remit payments to:

Ascend Media, LLC
P.O. Box 414674
Kansas City, MO 64141-4674



Important notes

- Only exhibitors may advertise.
- All advertising is subject to NACS approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. No cancellations are accepted.
- Hunter Club coupons accepted.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, the publisher is not responsible for lost or damaged advertising materials after publication.