

**October 5-6, 2010  
Las Vegas Convention Center  
Las Vegas, NV**

## 2010 Show Directory Advertising Rates

### SHOW DIRECTORY AD RATES\*

- Inside Front Cover, 4C . . . . \$2,055
  - Center Spread, 4C . . . . . \$3,700
  - Inside Back Cover, 4C . . . . \$2,055
  - Back Cover, 4C . . . . . \$2,225
  - Full Page, 4C . . . . . \$1,850
  - Full Page, b/w . . . . . \$1,335
  - Half Page, 4C
    - horizontal  vertical . . . \$1,435
  - Half Page, b/w
    - horizontal  vertical . . . . \$870
  - 2nd Color (Red, Yellow, Cyan)
    - ..... \$370 additional
- \*Rates non-commissionable**

### Advertising mechanicals, terms and conditions:

**Trim Size:** 7 7/8" x 10 3/4"  
**Bleed Page:** 8 1/8" x 11"  
**Spread Bleed:** 16" x 11"  
**1 Page:** 7" x 10" ; **1/2 Page H:** 7" x 4 7/8" ; **1/2 Page V:** 3 3/8" x 10"  
**Preferred Materials:** Electronic submission, contact production manager (tel. 414-228-7701, ext. 453) for requirements or go to [www.tradepress.com/eads](http://www.tradepress.com/eads).  
**Space Deadline:** August 13, 2010  
**Materials Due:** August 20, 2010  
**Payment Terms:** Net 30 from invoice date, non-commissionable  
**Eligible Advertisers:** Exhibitors only

**Send Ad Materials to:**  
**Bobbie Reid**  
**Facility Decisions Expo Directory**  
**2100 West Florist Avenue**  
**Milwaukee, WI 53209**  
**ph: 414-228-7701 (ext. 453)**

**Upload files to:**  
[www.tradepress.com/uploads](http://www.tradepress.com/uploads)

### Insertion Order

Please reserve directory advertising as indicated above.  
 If second color is selected, indicate preference here \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip/PC \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Signature \_\_\_\_\_

Email \_\_\_\_\_

**Return this form by August 13, 2010 to:**

**Bobbie Reid**  
**Facility Decisions Expo Directory**  
**2100 West Florist Avenue, Milwaukee, WI 53209**  
**Fax: 414-228-1134**

Please photocopy this completed form for your records.