

2014 AVIATION EXPO // AD RESERVATION FORM

PALM SPRINGS CONVENTION CENTER // OCTOBER 31 - NOVEMBER 2, 2014

AVIATION EXPO 2014 ADVERTISING RATES AND SIZES

Advertisers Are Not Required to Reserve Exhibit Space

AD SIZES	B/W	2-COLOR	4-COLOR	INCHES WIDE	INCHES DEEP
FULL PAGE	\$1,945	\$2,645	\$3,590	7	7
2/3 PAGE	\$1,430	\$1,900	\$2,565	4 ⁵ / ₈	4 ⁵ / ₈
1/2 PAGE HORIZONTAL	\$1,100	\$1,430	\$1,940	7	7
1/3 PAGE HORIZONTAL	\$765	\$1,000	\$1,350	4 ⁵ / ₈	4 ⁵ / ₈
1/3 PAGE VERTICAL	\$765	\$1,000	\$1,350	2 ¹ / ₄	2 ¹ / ₄
1/6 PAGE HORIZONTAL	\$410	\$755	\$1,130	4 ⁵ / ₈	4 ⁵ / ₈
1/6 PAGE VERTICAL	\$410	\$755	\$1,130	2 ¹ / ₄	2 ¹ / ₄

Cover 2 or 3 (as available: 4-color only) \$4,430 | Cover 4 (as available: 4-color only) \$4,815

Bleed plate size: 8³/₈ x 11¹/₄ inches. Trim size 8¹/₈ x 10⁷/₈ inches. A full page is 3 columns wide, each 2¹/₄ x 10 inches deep.

Safety margin: Live matter should be kept 1/4-inch from trim.

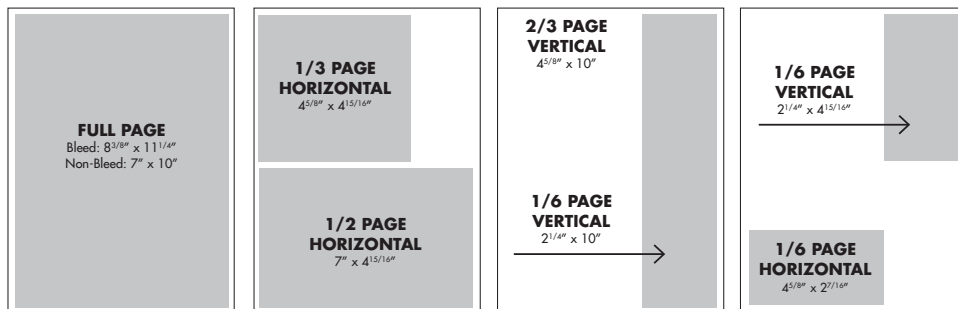
Electronic File Specifications: Macintosh compatible files must include all fonts, elements, and CMYK converted links necessary for placement. Please include screen and printer fonts. All images must be at least 300 dpi. Bitmap TIFFs should be at a resolution of 1200 dpi or higher. Acceptable file formats include Photoshop, Illustrator, EPS, InDesign, and PDF files. Embed all fonts and images in EPS and PDF files. Flatten all layers within images. Formats **not** accepted are Microsoft Word and Microsoft Publisher.

Failure to provide the required materials can negatively impact the quality of reproduction and may result in production charges. Lift Event Management reserves the right to review and refuse any advertising materials submitted.

Deadline for Programming Advertising Orders: August 30, 2014

Deadline for Camera-Ready Materials: September 6, 2014

QUESTIONS:
Call Tina Willis 702-589-4811



COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____

CONTACT NAME _____ CONTACT PHONE# _____

AD AGENCY NAME _____

CONTACT NAME _____ CONTACT PHONE# _____

AGENCY BILLING ADDRESS _____

Ad Materials Attached Ad Materials To Come - Due to Arrive by _____

Bill Me Bill My Agency

Please charge to my: Visa MasterCard AmEx

NAME ON CARD _____ SECURITY CODE _____

CARD NUMBER _____ EXPIRATION DATE _____

MY AD WILL BE:

BLACK & WHITE

- FULL PAGE
- 2/3 PAGE
- 1/2 PAGE HORIZONTAL
- 1/3 PAGE HORIZONTAL
- 1/3 PAGE VERTICAL
- 1/6 PAGE HORIZONTAL

COLOR

- 1/6 PAGE VERTICAL
- COVER 2 OR 3
(as available: 4-color only)
- COVER 4
(as available: 4-color only)

TOTAL ENCLOSED \$ _____

MAIL MATERIALS AND ORDER FORM TO: Tina Willis
2831 St. Rose Parkway Ste. 227 Henderson, NV 89052
If you would like to send your file electronically, please email:
Tina@lifteventmanagement.com

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