



Show Program Advertising

The Official Show Program is distributed to all attendees for use on-site and used as a reference guide.

Description	Dimensions	Rates	
*Back Cover	Trim: 11.25"h x 8.625"w	\$850	MECHANICAL REQUIREMENTS FOR ARTWORK TRANSFER PDF, TIFF, EPS: 300 dpi high-resolution; Fonts created outline; Images embedded; No bleeds (except for outside covers): Provide laser copy; Red and black. IN-DESIGN CS: Include screen and printer fonts; Include images; No bleeds (except for outside covers); Provide laser copy; Red and Black
*Inside Front & Back Cover	Live: 10.5"h x 8"w	\$800	
Full Page (b/w)	10.5"h x 8"w	\$750	
1/2 Page Horizontal (b/w)	5.25"h x 8"w	\$525	
1/2 Page Vertical (b/w)	10.5"h x 5.25"w	\$525	
Business Card (b/w)	2"h x 3.5"w	\$250	
Square (b/w)	2.25"h x 2.25"w	\$200	
Logo & Bold Face Listing (b/w)	30 words or less	\$200	
Bold Listing (w/ company description)	30 words or less	\$100	

*For a 4-color ad, add \$200.

2 WAYS TO SEND YOUR FILES:

FTP Site:
 Go to <http://webftp.cygnuspub.com/>
 Enter the Name: Katie Munson; then click Continue. Instructions are provided to successfully transfer the files.

Send a CD to:
 Katie Munson, Cygnus Expositions
 801 Cliff Road East, Suite 201
 Burnsville, MN 55337

AD RESERVATION & MATERIALS DEADLINE: **August 18, 2010**

Reserve Your Space Today! Contact:

Lisa Nagle – Lisa.Nagle@CygnusExpos.com – 800.827.8009 x4402

George Runckel – George.Runckel@CygnusExpos.com – 800.827.8009 x4405

Company: _____ Payment Method: VISA MC AMEX Check

Contact: _____ Credit Card #: _____

Phone: _____ Exp. Date: _____

Email: _____ Name on Card: _____

Billing Address: _____

Authorized Signature: _____ Date: _____

Fax Credit Card Payments to:
 952.894.8252

Mail Checks to:
 Cygnus Expositions FAC
 Box 684073 • Milwaukee, WI 53268
 (Make checks payable to Cygnus Expositions)