



SHOW GUIDE ADVERTISING

Reservation Deadline: January 7, 2011
Ad Material Deadline: January 14, 2011

Firehouse World advertising increases your company's visibility and drives attendees to your booth. The Show Guide is distributed to over 7,500 qualified fire, rescue and EMS professionals that attend Firehouse World. Advertising in the Show Guide enhances and compliments your company's marketing campaign.

SELECT	DESCRIPTION	DIMENSIONS	RATES
	Outside Back Cover	Bleed: 8"W x 11"H; Trim: 7.75"W x 10.75"H; Live: 7"W x 10"H	\$2,300
	Inside Front Cover or Inside Back Cover	Bleed: 8"W x 11"H; Trim: 7.75"W x 10.75"H; Live: 7"W x 10"H	\$1,800
	Full page	Bleed: 8"W x 11"H; Trim: 7.75"W x 10.75"H; Live: 7"W x 10"H	\$1,000
	Half Page	7"W x 4.875"H	\$ 500
	Company Logo (in exhibitor listing & on floor plan)		\$ 250

Ad Materials should be submitted as one of the following:

- * High-res PDF file with embedded fonts are preferred.
- * Mac Quark 7 or below, collected for output and with fonts included (postscript preferred).
- * Illustrator CS3 or below, with images and fonts included, saved as .ai or .eps

Questions? Call Marcia at 800-827-8009 ext 3309.

2 ways to send your files:

-- FTP site: Go to <http://webftp.cygnuspub.com>
 Enter the name Marcia Schnaidt then click "Continue".
 Instructions are provided to successfully transfer the files.

-- CD or 250 Zip Disk (Mac formatted)
 Send to: Cygnus Expos, Attn: Marcia, 801 Cliff Rd. E, Suite 201, Burnsville, MN 55337

RESERVE YOUR ADVERTISING SPACE TODAY!
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Contact Neil (A-K) 952.808.3329 or Neil@FirehouseEvents.com
 or Steve (L-Z) 918.712.1884 or Steve@FirehouseEvents.com
 Complete this form and fax to 952.894.8252.

Applicant Information	Payment Method
(Please Print or Type All Information) Company _____ Contact _____ Date _____ Phone _____ Ext. _____ Authorized Signature _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Check (Payable to: Cygnus Expositions) <input type="checkbox"/> Invoice Credit Card # _____ Exp Date: _____ Name On Card _____ Billing Address _____ Signature _____
For Internal Office Use Only	Fax Credit Card Payments to: 952.894.8252 Mail Checks to: Cygnus Expositions - MN • Box 684080, Milwaukee, WI 53268-4080
<input type="checkbox"/> Check # _____ Amount _____ Invoice # _____ Payment Date _____ Accepted by: Cygnus Expositions Date Accepted _____ Acceptance Signature _____	