

Showcase Rates

CONTINUED
for 2010...

Generate
LEADS with a
Showcase email
sponsorship!

EventDV's 1/6 or 1/3 page (color only) Showcase ads now include your 100X130 pixel graphic or company logo linking url and 25 word sponsor message on one monthly email blast to more than 30,000 opt-in email subscribers.

Use
EventDV's ad
Showcase to:

- Generate LEADS with the included email sponsorship.
- Reach a PRINT and WEB audience every month ... at low cost.
- Afford frequency advertising that pays for itself ... with LEADS!
- Consistently place ads in each issue. The Ad Showcase is easy to find in the back of the magazine.

ALL NEW

print + web
showcase!

\$440

Color Showcase +
Email Blast to 30K!



contact

John Nuzzi, Associate Publisher
EventDV, The Authority for Event Videographers
757.259.1480 or fax: 757.259.1481
jnuzzi@eventdv.net



four-color rates

PRINT + WEB	1X	3X	6X	12X
1/6th	\$500	\$480	\$460	\$440
1/3rd	\$960	\$920	\$880	\$830

All Showcase prices are net.

All materials must be received on or before the material due date, or a \$75 production charge will apply. See Display Rate Card for all other applicable terms and conditions. Upon receipt of your order you will be contacted to schedule the email sponsorship.

Frequency discounts are available.

sizes

Space	Size (W x H, inches)
• 1/3 page, horizontal	3-1/8" high x 7-3/8" wide
• 1/3 page, vertical	6-3/8" high x 3-1/2" wide
• 1/6 page, square	3-1/8" high x 3-1/2" wide



Showcase Specs

Materials Specifications

Electronic Files:

Macintosh format, QuarkXPress 6.5 or lower, Photoshop, or Illustrator files are preferred. All graphics must be supplied as EPS or TIFF files and must be in CMYK mode. All graphics must be at least 300dpi resolution. Include all graphics used in the ad. Fonts should be converted to outline, however, screen and printer fonts can be sent. We can accept Press Quality PDFs, however, these will be converted to an EPS or TIFF file for final output. Any files submitted as RGB will be converted to CMYK. Any ad containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W graphics should be saved as grayscale.

Disc:

- Electronic files may be supplied on Zip, CD-ROM, or DVD.
- Macintosh format, QuarkXPress page documents are preferred. All graphics, if not the entire ad itself, should be saved as TIFF or EPS files.
- A proof of the ad accurately representing how the ad should appear when printed MUST be included with the disc. Four-color ads must include an accurate color proof.
- Include all fonts (screen and printer) and graphics used in the ad. CMYK mode must be used for four-color text and graphics.

File Uploads & Email:

- File uploads and Emails MUST be followed with a hard copy of the ad that accurately represents how the ad should appear when printed. A clear fax proof for B/W ads is acceptable. Fax copies to *EventDV* Production Supervisor at 609-654-4309. Original color proofs must be mailed to *EventDV* Production Supervisor.
- Include all fonts (screen and printer) and graphics used in the ad. CMYK mode must be used for four-color text and graphics.
- Ads sent via File Upload should be encoded as a BinHex format. Using a web browser log-on using the following parameters:

Address: <http://files.infotoday.com>

User ID: advert (case-sensitive)

Password: advert1 (case-sensitive)

Once you transfer your file to this location, email the Ad Trafficking Coordinator at mhardwick@infotoday.com that the files have been placed.

- Ads sent via Email must not exceed 10MB gross file size. Files should be compressed into a Stuffit file, Zip file, or self-extracting archive.
- Email files to adsubmit@infotoday.com

ALL advertisements MUST include a color proof.

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Colors

- Specialty Inks (Metallic, Neon, etc.) priced upon request.
- Bleeds: No extra charge; see mechanical requirements.

General Conditions

Contract & Copy Regulations

Advertiser is responsible for supplying appropriate artwork by the material due date, where a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

Frequency Discounts & Rate Adjustments

Frequency rates are based on the total number of insertions within the contract year. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to a short rate penalty. All cancellations must be received in writing prior to the Space Reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

