



2010 Event Directory Advertising Rates

Event Directory Ad Rates*

- Inside Front Cover, 4C \$2,370
- Inside Back Cover, 4C \$2,370
- Center Spread, 4C \$4,295
- Full Page, 4C \$2,145
- Full Page, B/W \$1,545
- Half Page, 4C \$1,650
 - Horizontal Vertical
- Half Page, B/W \$1,005
 - Horizontal Vertical
- 2nd Color \$430 Additional (Red, Yellow, Cyan)
- Back Cover \$2,575

**Deadline for Ad Reservation:
January 22, 2010**

*Rates non-commissionable

Advertising mechanicals, terms and conditions

Trim Size: 7⁷/₈" x 10³/₄"

Bleed Page: 8¹/₈" x 11"

Spread Bleed: 16" x 11"

1 Page: 7" x 10"

Half Page Horizontal: 7" x 4⁷/₈" **Half Page Vertical:** 3³/₈" x 10"

Preferred Materials: Electronic submission, contact production manager for requirements (414-228-7701 ext. 453) or go to www.tradepress.com/eads.

Space Deadline: January 22, 2010

Materials Due: January 29, 2010

Payment Terms: Net 30 from invoice date, non-commissionable

Eligible Advertisers: Exhibitors Only

Send ad materials by January 29:

Bobbie Reid
NFMT Directory
2100 W. Florist Ave.
Milwaukee, WI 53209
Tel: 414-228-7701 ext. 453

Upload files to
www.tradepress.com/uploads

Insertion Order

Please print or type clearly

Please reserve the advertising page as indicated above. If second color is selected, indicate preference here: _____

Name _____ Email _____

Company _____

Street _____

City _____

State _____

Zip/PC _____

Country _____

Telephone _____ Fax _____

Signature _____

Return this form by January 22, 2010 to:

Bobbie Reid
NFMT Directory
2100 W. Florist Ave. Milwaukee, WI 53209
Fax: 1-414-228-1134
Email: bobbie.reid@tradepress.com

Please photocopy this form for your records