

# SHOW DIRECTORY

## Advertising Insertion Order Form and Specification Sheet

October 11 – 16, 2008

Las Vegas Convention Center • Las Vegas Nevada

www.dma08.org

### PRODUCTION GUIDELINES AND AD SIZES

Trim Size	8.375" x 10.875"
Full Page Bleed (add 0.125" all around)	8.625" x 11.125"
Full Page No Bleed	7.375" x 9.875"
Half Page No Bleed	7.375" x 4.9375"

- Inside B&W ads will not bleed. All Color ads may bleed. (Add 0.125" all around)
- All ads must be accompanied by print out or proof sheet

### ADVERTISING RATES

	DMA MEMBERS	NON MEMBERS
<input type="checkbox"/> Inside Full Page Black & White	\$1,600	\$ 2,000
<input type="checkbox"/> Inside Half Page Black & White	\$ 925	\$ 1,175
<input type="checkbox"/> Inside Full Page 4-Color	\$1,920	\$ 2,400
<input type="checkbox"/> Inside Half Page 4-Color	\$1,150	\$ 1,410
<input type="checkbox"/> Inside Front Cover (4-Color only)	\$6,300	\$ 7,300
<input type="checkbox"/> Inside Back Cover (4-Color only)	\$5,200	\$ 5,800
<input type="checkbox"/> Back Cover (4-Color only)	\$9,150	\$10,850

Please **FAX** this form to Katie McEvoy at: 212.302.7643 or **Email** it to [kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org).

Please **Email** artwork to Katie McEvoy at [kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org) or **MAIL** to: Attn: Katie McEvoy  
Direct Marketing Association  
1120 Avenue of the Americas  
New York, NY 10036

**NOTE:** DMA08 Show Directory advertising is available ONLY to current DMA08 Exhibitors and Sponsors.

Advertiser

Company

Address

City

State

Zip Code

Contact

Title

Email

Phone

Fax

### PAYMENT

Total Amount \$

Check Enclosed (Made payable to DMA)

Visa

MasterCard

American Express

Discover

Card Number

Expiration Date

Name (as it appears on card)

Company Name (if corporate card)

Sign or Initial Here

### ACCEPTABLE SOFTWARE AND FILE TYPE

- High resolution PDF
- High resolution Photoshop CS2 or lower EPS or tiff 300dpi
- Illustrator EPS CS2 or lower  
(EPS illustrator files should have all fonts outlined)
- QuarkXpress 6.5 or lower MAC format  
(all images and fonts should be included)
- InDesign CS2 MAC format  
(all images and fonts should be included)

### DEADLINES

**Insertion Orders:** August 29, 2008

**Artwork:** September 5, 2008



If you are using a full version of Adobe Acrobat, please fill in the **INSERTION ORDER FORM**, save a copy as your company name and email it. Otherwise, fill in the form, print it and fax it back to us.

For additional information, please contact Donna LoPorto at 303.543.1164 or email [dloporto@the-dma.org](mailto:dloporto@the-dma.org)  
Katie McEvoy at 212.768.7277, ext. 1685 or email [kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org).