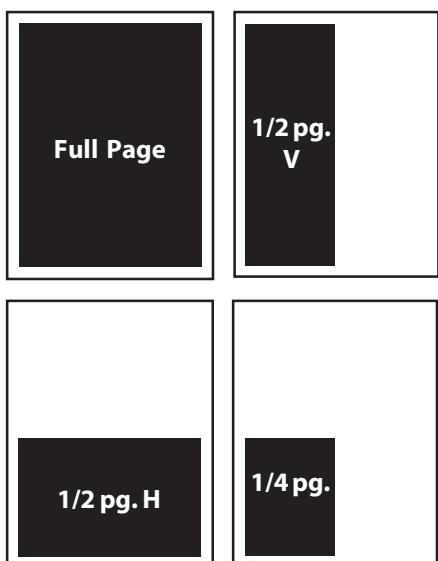


### Advertising Mechanical Requirements

Showguide Ads Due: *May 1, 2010*



1 Page: 8 1/8" x 10 1/2"  
 trimmed size

7 1/8" x 9 1/2" live matter

8 1/2" x 10 7/8" bleed size

1/2 Page: (h) 7 1/8" x 4 5/8"  
 (v) 3 1/2" x 9 1/2"

1/4 Page: (h) 4 5/8" x 3"  
 (v) 3 1/2" x 4 5/8"

#### Terms & Discounts

**Payment for ads** - Ad payment is due with insertion order.

**Mechanical Charges For Agency Placed Ads** - Any work done on ads will be charged to agency, including line negatives, halftones, screens, reverses, additional artwork, or typesetting.

**Non-Agency Advertiser** - Rates include one line shot, and one halftone free for each ad. Additional production charges will be billed to advertiser, including all artwork and color separations.

**Cancellations/Changes of Ads** - Cancellation of advertising contracts by advertiser must be received by Creative Festival, in writing, on or before the advertising deadline for the scheduled publication. If such cancellation reduces the number of advertising placements in a multiple issue contract, all placements in that contract will be rebilled at the applicable one-time advertising rate. Cancellations or changes in orders are not accepted after an issue closing date.

### Showguide Advertising Rates

#### 4 Color Rates

1 Page	\$400
1/2 Page	\$250
1/4 Page	\$150

### Mechanical Requirements

**Digital advertising material:** Materials may be submitted via a compact disk (CD) or by email to [beth@vdta.com](mailto:beth@vdta.com)

**Formats accepted:** The preferred method for advertising materials is high resolution Adobe Acrobat (PDF). A small ad may be submitted as a non-compressed JPG or TIF with a minimum resolution of 300 dpi however 600 dpi is preferred. If you need to submit materials in another format, contact us and we'll try to accommodate your request.

**We print in four color process (CMYK).** We recommend that you prepare your materials using CMYK instead of RGB or Pantone colors. Any materials submitted using RGB or Pantone colors will be converted by us to CMYK and we will not be responsible for slight color variations due to the conversion process.

**Proofs:** Proof must accompany all digital materials.

**Insertion Orders** - Mandatory from all agencies and advertisers. Must include authorized signature.

**Pick-up Materials From Other Publications** - Publisher does not have the authority to obtain advertising materials from other publications. Materials should come from the advertiser or agency. If it needs to be picked-up from another publication we suggest that you request it promptly.

**Printing Specifications:** Printed sheet fed offset. Material accepted: halftones 150 line screen (300 dpi). To ensure accurate color reproduction some advertisers may want to submit a color proof by mail.

### Contact Information

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