



Return to:
EBACE USA Office
Attn: Kirby Konz
 1200 18th Street NW, Suite 400
 Washington, DC 20036-2527, USA
 Tel: +1 (202) 478-7772; Fax: +1 (202) 862-5552
 E-Mail: kkonz@nbaa.org

ADVERTISING OPPORTUNITIES

Distributed to each Registrant at EBACE2010 with their credentials, the *10th Annual EBACE Show Guide & Directory of Exhibiting Companies* also includes pertinent information relative to Exhibits, meetings, social gatherings, shuttle bus schedules and other events. The *Show Guide* is helpful in familiarizing visitors with the happenings at Europe's most important business aviation event.

For more information on purchasing advertising in the *EBACE2010 Show Guide & Directory of Exhibiting Companies* contact Melissa Murphy at +1 (785) 856-5111, via fax to +1 (785) 856-5112, or via e-mail to mmurphy@nbaa.org.

The *Show Guide* provides many advertising opportunities:

Four-color cover positions	\$3,600
Four-color tab page	\$3,500
Full-page, four-color run of book	\$2,500
Full-page, black-and-white run of book	\$1,675
Belly Band	\$8,500

Display Ads on EBACE Web Site

In conjunction with *Show Guide* print ads, print advertisers also have the exclusive opportunity to purchase high-visibility display ads that rotate throughout EBACE.aero, the official show web site. Each EBACE2010 display ad will receive a guaranteed minimum of 12,000 impressions/views.

Web Banner	\$750
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Additional Charges

Any additional typesetting or production work on mechanicals will be billed accordingly. PMS colors, metallic colors and spot varnish charges will be billed to the Advertiser.

Payments, Commissions & Discounts

Advertisers will be billed after the publication has been distributed and payment is due 30 days from invoice date. An agency commission of 15% of the gross billing (less any applicable discounts) will be granted provided payment is received within 30 days from invoice date.

Mechanical Requirements (width x depth)

PUBLICATION TRIM SIZE:	4" x 9" 102mm x 228mm
BLEED PAGE SIZE:	4 1/4" x 9 1/4" 108mm x 234mm
AREA FOR LIVE MATTER:	3 1/2" x 8 3/8" 89mm x 213mm

Print Specifications

Please allow 1/8" on all sides for bleed. Keep live matter to within 3/8" from final trim. Color proofs must be supplied or printer cannot be responsible for matching color. All colors used within your files should be built from process colors, CMYK (no spot or PMS colors). Press quality Adobe PDF files are the preferred image file type. All images must have a resolution of at least 350 dpi, must have all fonts embedded AND be converted from RGB to CMYK. Other file types accepted are tiff, eps, and jpeg. Layout files accepted are Adobe Illustrator, Adobe InDesign and QuarkXpress. Please include all linked art files and all fonts. Printer can accept CD-ROM or DVD disks. Printer cannot accept reflective copy or supplied film. The *EBACE2010 Show Guide & Directory of Exhibiting Companies* will be perfect bound (allow 1/8" on spine side for grind off).

Web Site Display Ad Specifications

Web Site Display ads must be 240 X 400 (vertical) pixels and a file size under 40K. EBACE accepts JPEG, GIF and most rich media ads. Ads may not feature sound or expand. EBACE Management reserves the right to reject any ad.

Copy and Contract Regulations

Advertiser and/or advertising agency assume all liability for the content, including representation and illustrations of advertisements printed, and also assume responsibility for any claims, arising therefrom, made against the Publisher. The Publisher reserves the right to reject any advertising contract.

Refunds

Refunds will be given only for cancellations made prior to March 13, 2010.

Billing

Direct billing to the Advertiser will be at the published rates, less any applicable discount. EBACE will bill an advertising agency directly only on the condition that the Advertiser accepts "dual responsibility" for payment within 30 days of billing.

Insertion Order and Artwork Deadlines

Insertion Order Deadline: March 13, 2010

Artwork Deadline: March 20, 2010

Send Insertion Orders, artwork and payment to:

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(Insertion Order on reverse)



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EBACE2010 SHOW GUIDE & DIRECTORY OF EXHIBITING COMPANIES INSERTION ORDER

Insertion Order deadline - March 13, 2010

Art deadline - March 20, 2010

Ad Sizes & Rates

- Four-color cover position: \$3,600
- Four-color tab page: \$3,500
- Full-page, four-color run of book \$2,500
- Full-page, black-and-white run of book \$1,675
- Belly Band \$8,500

Web Banner on EBACE Web Site

- Web Site Display Ad \$750
(available only to print *Show Guide Advertisers*)
- Wire Transfer Processing Fee \$30

Total due EBACE: \$ _____

Additional Charges

Any additional typesetting or production work on mechanicals will be billed accordingly. PMS colors, metallic colors and spot varnish charges will be billed to the Advertiser.

Insertion Orders must be received no later than March 13, 2010. Artwork must be received no later than March 20, 2010.

COMPANY NAME		EBAA/NBAA MEMBER #	
CONTACT NAME		CONTACT E-MAIL	
ADDRESS 1			
ADDRESS 2			
CITY	STATE	ZIP/POSTAL CODE	COUNTRY
PHONE (include country code and area code)	FAX	CELL PHONE (include country code and area code)	
ADVERTISING AGENCY	AGENCY CONTACT	AGENCY CONTACT E-MAIL	

PAYMENT INFORMATION:

Please note: All payments for EBACE2010 should be made in U.S. dollars. When payments are made by wire transfer, please include a \$30 wire processing fee.

Company checks and bank wire transfers are the preferred methods of payment for EBACE2010. **Credit card payments are an accepted form of payment; however, payments received in excess of \$20,000 will be subject to a 3% processing fee.**

Bank Wire Transfer Instructions: Bank of America, 730 15th Street NW, Washington, DC, 20005, USA, Routing #: 026009593, Account #: 1920681595, Swift Code: BOFAUS3N. Please contact the Kirby Konz at kkonz@nbaa.org to secure an invoice number prior to making a bank wire transfer. Also, please indicate on the wire transfer the Company name, invoice number and reference for payment (i.e., Exhibit Space, Static Display Space, Sponsorship, *Show Guide Advertising*, Registration, etc.).

Card Type: American Express MasterCard Visa Discover

CREDIT CARD NUMBER	EXPIRATION DATE	SIGNATURE (FOR CREDIT CARD)
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(Advertising specifications on reverse)

EBACE2010 SHOW GUIDE INSERTION ORDER