



**Return to: EBACE U.S. Office**  
**Attn: Alesia ZaGara**  
 1200 18th Street NW, Suite 400  
 Washington, DC 20036-2527, USA  
 Tel: +1 (202) 783-9258; Fax: +1 (202) 862-5552  
 E-Mail: azagara@nbaa.org

## ADVERTISING OPPORTUNITIES

Distributed to each Attendee at EBACE with their credentials, the *EBACE Show Guide & Directory of Exhibiting Companies* 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 *EBACE Show Guide & Directory of Exhibiting Companies* contact Melissa Murphy at +1 (830) 608-9888, or mmurphy@nbaa.org or Katrina Bradshaw at +1 (202) 577-9292 or kbradshaw@nbaa.org.

The *Show Guide* provides many advertising opportunities:

Four-color cover positions	\$3,900
Four-color tab page	\$3,700
Full-page, four-color run of book	\$2,750
Full-page, black-and-white run of book	\$1,900
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 EBACE display ad will receive a guaranteed minimum of 15,000 impressions/views.

**Web Display Ad \$750**

## 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 *EBACE 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 4, 2012.

## 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: April 6, 2012**

**Artwork Deadline: April 13, 2012**

Send Insertion Orders, artwork and payment to:

### EBACE USA Office

**Attn: Alesia ZaGara**

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