

ADVERTISING FORM



NAWLA Traders Market® November 5-7, 2009 Hyatt Regency Chicago - Chicago, Illinois

Maximize your marketing dollar and visibility as an advertiser at the 2009 NAWLA Traders Market®. As an advertiser, your company will be recognized by all attendees of the NAWLA Traders Market® as they view your ad in the on-site *MarketGuide*. **The *MarketGuide* is a highly valued reference tool used throughout the year.** Please reserve your spot no later than **September 4, 2009 to reserve your space. *MarketGuide* Artwork is due by Friday, September 11, 2009.**

COMPANY NAME		CONTACT PERSON
ADDRESS		
CITY, STATE/PROVINCE	ZIP/POSTAL CODE	WEBSITE ADDRESS
TELEPHONE	FAX	E-MAIL ADDRESS
SIGNATURE		

All advertising fees are in U.S. funds. You may submit your form via fax or mail. Advertisers will be invoiced following the NAWLA Traders Market®.

MarketGuide Advertisement

YES! WE WANT TO ADVERTISE:

I would like to reserve the following size advertisement in the 2009 *MarketGuide*:

	<u>B&W</u>	<u>Spot</u>	<u>4-color</u>
<input type="checkbox"/> Exhibit Booth Floor Plan Page	\$1,350	\$1,500	\$1,750
<input type="checkbox"/> Inside Front Cover	\$1,350	\$1,500	\$1,750
<input type="checkbox"/> Outside Back Cover	n/a	n/a	\$1,950
<input type="checkbox"/> Inside Back Cover	\$1,350	\$1,500	\$1,750
<input type="checkbox"/> Tab Dividers	\$1,200	\$1,350	\$1,600
<input type="checkbox"/> Full page	\$750	\$900	n/a
<input type="checkbox"/> Half page	\$525	\$675	n/a

Color Options (select one):

- B&W Only
- Spot Color in Pantone 125 (see pricing above where applicable)
- 4-Color (see pricing above where applicable)

Repeat my previous NAWLA advertisement from the:

- 2008 NAWLA Traders Market® *MarketGuide* (specify size above)
(edits to previous ads will incur an additional charge)

ARTWORK SPECIFICATIONS:

Electronic *MarketGuide* ads **MUST** be provided to NAWLA no later than Friday, September 11, 2009.

All Covers, Tabs and Full page Ads 3-1/4" x 8" or less
Half page 3-1/4" x 4" or less

Printing Specifications:

- Electronic files ONLY
- Acceptable artwork format: eps (*preferred*), jpeg, tif, pdf - high quality
- Save fonts to outlines or curves avoid accompanying font files
- No bleeds or two-page spreads can be used
- Primary ink color is black; additional spot color is Pantone 125

Please return your completed form to **NAWLA**.

3601 Algonquin Road, Suite 400 • Rolling Meadows, IL 60008 • 847.870.7470 • Fax 847.870.0201

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NAWLA Traders Market®
November 5-7, 2009
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On-Site Advertising Options

Hotel Plasma Screens - Static Image Displayed In a Looping Video

4 Days of Continuous Advertising, Displayed in a Looping Video on four 40" Plasma Screens, dedicated solely to NAWLA and strategically located for NAWLA Traders Market® attendees to view. Only 5 slots will be available, however you can purchase multiple slots for your company. Please e-mail Barb Nissen (bnissen@nawla.org) Artwork Specifications for Plasma Advertising, or any questions.

- Hotel Plasma Screen Advertising (5 Slots Available) \$1200
_____ (indicate quantity if you wish to purchase multiple slots) Each Slot

NAWLA Traders Market® Registration Area

Imprint Area

- | | | |
|--|-------------|--------|
| <input type="checkbox"/> Column Advertising (20 Locations Available) | 37"W x 50"H | \$750 |
| <input type="checkbox"/> Purchase 2 Column Ads | | \$1300 |
| <input type="checkbox"/> Add Color to any Column Ads | | \$200 |

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CONTACT PERSON

ADDRESS

CITY, STATE/PROVINCE

ZIP/POSTAL CODE

WEBSITE ADDRESS

TELEPHONE

FAX

E-MAIL ADDRESS

SIGNATURE

All advertising fees are in U.S. funds. Advertisers will be invoiced following the NAWLA Traders Market®.

ARTWORK SPECIFICATIONS:

On-site Advertising must be provided to NAWLA no later than September 25, 2009.

- Electronic files **ONLY**
- Acceptable artwork format for Registration Area and Exhibit Hall: eps (*preferred*), jpeg, tif, pdf (high quality)
- Save fonts to outlines or curves avoid accompanying font files
- No bleeds or two-page spreads can be used
- Please call for artwork specifications on Plasma Screen Advertising

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