



Show Directory Insertion Order

Advertise in the 2008 Official Show Directory

SHOW DIRECTORY ADVERTISING

Net Rates (check all that apply):

- Run of Book (4C only—no B/W) \$950
- Cover #2 (inside front) \$1,250
- Page 3 (opposite Cover #2, inside front) \$1,250
- Cover #3 (front of Floor Plan gatefold) \$1,450
- Cover #4 (back cover) \$1,850
- Logo Upgrades \$250

TOTAL COST (INCLUDING LOGO): \$ _____

Mechanical Requirements:

- Live area 8" x 10.5"
- Trim size 8.5" x 11"
- Full page ad size 8.5" x 11"
- Full Bleed Size 8.75" x 11.25"
- Screen 150 line

*No agency discount available. Bleed Advertisements – No additional charge. Inserts – Rates available on request. Availability – Food Safety & Security exhibitors
 ll requests concerning ad changes must be in writing. (Additional charges may apply)*

High resolution single page PDF/X-1a files are preferred. Files may also be furnished in EPS, TIFF, InDesign, QuarkXpress, Illustrator, or Photoshop. If an ad is in Photoshop, keep the file in layers. Ads created with other software may be accepted. Testing prior to production is required. Customer must supply all related files required for output, i.e., EPS and TIFF files, Type 1 fonts, etc. Ads with color must use CMYK color mode. If using a Pantone color or 5th color, arrangements must be made with the Food Safety & Security Directory production staff. Label transfer media (CD, DVD, ZIP, JAZ disk) with advertiser name and directory name. Provide a printout of contents of transfer media. 4/C and B/W halftones must be at least 300 dpi. Line art must be 1200 dpi. Accepted SWOP certified proofs for color guide are Press Proofs, Matchprint, Cromalin, Kodak Approval, Fuji PictroProof and Iris. For a more complete list of SWOP certified digital proofs, visit the SWOP website at www.swop.org/certification.html.

Email ads to: lakomab@bnpmedia.com

Or send to: Food Safety & Security Summit ■ 155 Pfingsten Rd., Suite 205 ■ Deerfield, IL 60015

Questions? Call Emily Patten at (847) 405-4030.

Closing Date: 2/1/08 • Materials Due: 2/9/08 • Terms: Net 30 Days

All insertions are subject to publisher's approval; publisher reserves the right to reject any advertisement for any reason. The advertiser agrees to indemnify and protect publisher from any claims or expenses that may result from: unauthorized use of any name, artwork, or text protected by copyright or trademark; false claims made by advertiser or failure of advertiser's product to perform according to advertised claim; any other circumstance caused or created by advertiser over which publisher has no control or influence. There is no absolute guarantee as to ad position, either expressed or implied. We will do our best to accommodate all exhibitors' requests regarding ad placement.

SHOW DIRECTORY LOGO LISTING (Color Logo \$250)

Enhance your image and increase your company recognition by placing your company logo next to your listing in the **Food Safety & Security Summit®** Show Directory. For a nominal charge, your company will stand out from your competition and command the attention of the thousands of buyers scanning these pages...at the Show and afterward. Customers will see and recognize your company's logo and name more quickly and easily when they see your listing.

Attach your company logo (EPS, TIFF, B/W, Color, print-quality format on disk preferred, print quality hard copy also acceptable) to this order form when mailing, or email with this order form, directly to lakomab@bnpmedia.com.

**RETURN THIS
ORDER FORM
BY FAX TO:
(847) 282-1571**

OR MAIL TO:
Food Safety & Security Summit
155 Pfingsten Rd., Suite 205
Deerfield, IL 60015

QUESTIONS?
Call Emily Patten
At (847) 405-4030 or
pattene@bnpmedia.com

PLEASE COMPLETE ALL THE INFORMATION BELOW

NAME _____

TITLE _____

COMPANY NAME _____

BOOTH # _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

MARKETING/SALES CONTACT _____

WEB ADDRESS _____

SIGNATURE _____