



# ROCKY MOUNTAIN CHAPTER IAE MEMBERSHIP DIRECTORY 2011

## The Rocky Mountain Resource for Exhibitions and Events Professionals

Get into the hands of more than 400 exhibit and event professionals in the Rocky Mountain Region. Your ad in the 2011 Membership Directory will be seen by several hundred local show managers in search of products and services such as:

- |                               |                           |                                 |
|-------------------------------|---------------------------|---------------------------------|
| <i>Registration Companies</i> | <i>Caterers</i>           | <i>Hotels</i>                   |
| <i>Decorators</i>             | <i>Entertainment</i>      | <i>Shuttle Buses</i>            |
| <i>Website Development</i>    | <i>Printing</i>           | <i>Staging</i>                  |
| <i>Audio Visual Company</i>   | <i>Speciality Items</i>   | <i>Computer Rental Agencies</i> |
| <i>Public Relations</i>       | <i>Temporary Staffing</i> |                                 |

Receive quality leads from exhibits and events professionals looking for you in the Rocky Mountain Region. Create a lasting impression throughout the 2011 show year calendar. It will be referenced in the office and passed along to colleagues.

**Directories will be ready for distribution first of January 2011.**

### AD SIZES AND SPECIFICATIONS:

Full format of directory is 8.5 inches tall by 5.5 inches wide.

Space Closing: **NOVEMBER 1, 2010**

Materials Due: **NOVEMBER 5, 2010**

### SHOW GUIDE ADVERTISING SPACE RATES:

Half-page ad	\$150
Full-page ad	\$200
Two-page spread	\$400
Inside front cover	\$250
Inside back cover	\$250
Back cover	\$350

### AD SPECIFICATIONS:

All ads should be CMYK (four-color process). No spot colors allowed.

#### Cover OR Full Page

- live area 5" wide x 8" high
  - trim 5.5" wide x 8.5" high
  - bleed 6" wide x 9" high
- Half Page (no bleed)** 5" wide x 4" high

**For information about advertising, call a RMC IAE Board Member today!**

- Nora Johnson | (303) 825-8333 | [nora.johnson@experient-inc.com](mailto:nora.johnson@experient-inc.com)  
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 Lee Wood | (303) 530-4562 | [lee@mpassociates.com](mailto:lee@mpassociates.com)

### ELECTRONIC REQUIREMENTS: ACCEPTED FILE FORMATS, IN ORDER OF PREFERENCE

#### (1) High-resolution PDF file (PREFERRED)

Saved to the specifications [outlined here](#)

#### (2) Document saved as Adobe Illustrator EPS vector file (version CS2 or lower)

All fonts converted to outlines

#### (3) InDesign for Macintosh (version CS2 or lower) Packaged for output and including all fonts

**QuarkXpress files NOT ACCEPTED**

#### Send files via:

**EMAIL:** Denise Miller: [dmiller@nbmedia.com](mailto:dmiller@nbmedia.com)

**FTP:** Upload the file to YOUR FTP server and email Denise Miller: [dmiller@nbmedia.com](mailto:dmiller@nbmedia.com) with instructions for retrieval.

**YOU SEND IT:** Use the free file transfer service at [www.yousendit.com](http://www.yousendit.com) to send the file to [dmiller@nbmedia.com](mailto:dmiller@nbmedia.com)