

## E2: Exhibitions & Events

**E2: Exhibitions & Events has once again been awarded an honorable mention in ASAE's Communication Gold Circle Awards. The Gold Circle Awards acknowledges excellence in communication in the categories of print publishing, electronic publishing, writing, and media relations.**

Published the first Monday of every other month, IAEE's award winning e-zine is delivered to 53,033 industry professionals all over the world. Our editorial policy focuses on three highly relevant issues:

- **Help IAEE members make their events more profitable**
- **Boost attendance at their events**
- **Enhance the value that their events deliver to exhibitors and visitors**

Ads are due on the first of the month when E2 is not published.

### Issue Dates:

January 7, 2008

March 3, 2008

May 5, 2008

July 1, 2008

September 2, 2008

November 3, 2008 (Expo! Expo! Issue)

### Ad Materials Due:

December 3, 2007

February 4, 2008

April 7, 2008

June 2, 2008

August 4, 2008

October 6, 2008

### Insert Sizes & Prices

Horizontal or Vertical Ads may be used at a resolution of 72 dpi in a jpg file type.

Horizontal Full Banner 468 X 120 pixels (6.5 X 1.7 inches)

Member \$2,500 Non-Member \$2,750

Vertical Full Banner 120 X 468 pixels (1.7 X 6.5 inches)

Member \$2,500 Non-Member \$2,750

If you have a special request for a size or an ad, please contact Rick Jennings at [rjennings@iaee.com](mailto:rjennings@iaee.com). Ads not provided in the correct format or size may not be accepted. Make sure you have the most crisp text and graphics; we suggest you set your type in a software other than Photoshop (Quark, In Design, Illustrator) and save as a high-resolution jpg. Link directly to your information—up to 4 hyperlinks per ad.

### Advertising Discounts

Purchase multiple ads and receive special discounts. Contact Rick Jennings ([rjennings@iaee.com](mailto:rjennings@iaee.com)) for more information.

### Editorial Calendar

View the Editorial Calendar at <http://www.iaee.com/pdf/2008EditorialCalendar.pdf>. IAEE reserves the right to make changes to the editorial content of E2 - Exhibitions & Events and will contact advertisers who may have purchased space directly related to specific editorial content.