



March 15-17 • Baltimore Convention Center • Baltimore, MD

2011 SHOW DIRECTORY ADVERTISING RATES

SHOW DIRECTORY AD RATES*

- Inside Front Cover, 4C\$2,370
- Inside Back Cover, 4C\$2,370
- Center Spread, 4C\$4,295
- Full Page, 4C\$2,145
- Full Page, b/w\$1,545
- Half Page, 4C
 - horizontal vertical.....\$1,650
- Half Page, b/w
 - horizontal vertical.....\$1,005
- 2nd Color (Red, Yellow, Cyan).....\$430 additional
- Back Cover\$2,575

*Rates non-commissionable

Best Value!

EXHIBITOR PACKAGES

- Red (10 x 10 booth, full page\$4,897
4 color Directory Ad** and Directory listing logo)
- White (10 x 10 booth, 1/2 page.....\$4,610
4 color Directory Ad** and Directory listing logo)
- Blue (10 x 10 booth, 1/4 page.....\$4,315
4 color Directory Ad** and Directory listing logo)

** Premium ad positions not included
• Packages available for all booth sizes.
Contact your Account Executive for pricing.

Advertising mechanicals, terms and conditions:

Trim Size: 7 7/8" x 10 3/4"

Bleed Page: 8 1/8" x 11"

Spread Bleed: 16" x 11"

1 Page: 7" x 10"; **1/2 Page H:** 7" x 4 7/8"; **1/2 Page V:** 3 3/8" x 10";

1/4 Page: 3 3/8" x 4 7/8"

Preferred Materials: Electronic submission, contact production manager (tel. 414-228-7701, ext. 453) for requirements or go to www.tradepress.com/eads.

Space Deadline: January 21, 2011

Materials Due: January 28, 2011

Payment Terms: Net 30 from invoice date, non-commissionable

Eligible Advertisers: Exhibitors only

Insertion order

PLEASE PRINT OR TYPE ALL INFORMATION

Please reserve directory advertising as indicated above.

If second color is selected, indicate preference here _____

Name _____ Email _____

Company _____

Street _____

City _____

State _____

Zip/PC _____

Country _____

Telephone _____ Fax _____

Signature _____

Send ad materials to:

Bobbie Reid
NFMT Directory
 2100 West Florist Avenue
 Milwaukee, WI 53209
 ph: 414-228-7701 (ext. 453)
 upload files to:
www.tradepress.com/uploads

Return this form by January 21, 2011 to:

Bobbie Reid
NFMT Directory
 2100 West Florist Avenue,
 Milwaukee, WI 53209
 Fax: 414-228-1134
 email: bobbie.reid@tradepress.com

(please indicate your preferred method of payment)

Check (please make check payable to: ROC Exhibitions)

Please charge my credit card \$ _____ VISA MasterCard American Express

Credit card number _____ CCV Code _____ Expiration date _____

Name of cardholder (please print) _____

Credit Card Authorization Signature _____

Credit Card billing address: Same as above

Address _____ City _____ State _____ Zip _____