



2008 Official Marine Product Source Guide & Show Directory

FORT LAUDERDALE INTERNATIONAL BOAT SHOW®

October 30-November 3, 2008

DIMENSIONS & MECHANICAL SPECS



2 Page Spread
 Bleed:
 17 1/4" w x 11 1/8" h
 Non-Bleed:
 16 3/4" w x 10 7/8" h



Full page Ad
 Bleed: 8 5/8" w x 11 1/8" h
 Trimmed to: 8 3/8" w x 10 7/8" h
 No Live matter within 5/16" of final trim size
 Non-Bleed: 8 1/8" w x 10 5/8" h



Half page Ad
 Horizontal: 7" w x 4 7/8" h
 Vertical: 3 1/2" w x 10" h



Quarter page Ad
 3 1/2" w x 4 7/8" h



Company Logo Next to Listing
 Logo reduced to fit into area approx.
 2" w x 1" h
 Logo must be supplied as a separate file!

AD RATES (All prices are Net)

Back Cover	4 Color only	\$ 7,569.00
2 Page Spread	4 Color only	\$ 6,275.00
Inside Back Cover	4 Color only	\$ 5,731.00
Inside Front Cover	4 Color only	\$ 5,731.00
TAB PAGE	4 Color only	\$ 4,162.00
Full Page	4 Color	\$ 3,245.00
Full Page	B/W	\$ 2,099.00
Half Page	4 Color	\$ 2,439.00
Half Page	B/W	\$ 1,647.00
Quarter Page	4 Color	\$ 1,500.00
Quarter Page	B/W	\$ 1,035.00
Logo at Listing		\$ 315.00

ADS MUST BE SUBMITTED ON CD:
 Digital files are the preferred format, both MAC and PC are acceptable. Image files accepted as .eps or .tif. Quark, Photoshop or Illustrator PDF files preferred. Image files must be no less than 300 dpi at 100% of placement size. All fonts (screen and printer) must be included. Do not use true type fonts. Do not use style attributes such as bold and italic. Use the actual stylized font. Failure to provide fonts as required can cause unpredictable errors when the files are output and create production charges to correct. All ads must be accompanied by a proof. Color ads must have color proofs. All Rates Are Quoted NET.

As production time and space is allocated based on orders received, no cancellations can be accepted after ad closing date. As a reminder, all Show related invoices must be paid by October 10, 2008 and prior to exhibit set-up.

Note:
 Marine Industry Advertising Restricted to Exhibitors Only!
 For advertising information and ideas, contact:
 Steve Sheer, Show Management Advertising
 ssheer@showmanagement.com (954) 764-7642

AD CLOSING DATE: September 19, 2008
 MATERIAL CLOSING DATE: September 23, 2008

ADVERTISING SPACE ORDER

2008 Official Marine Product Source Guide & Fort Lauderdale International Boat Show® Directory

Advertiser/Exhibitor Name _____
 Size of Ad _____ Color _____ Net Rate \$ _____
 Special Instructions _____
 For artwork, materials, contact: _____
 Bill to:
 Name _____ E-Mail _____
 Company _____ Telephone/Fax _____
 Address _____
 City, State, Zip _____

As production time and space is allocated based on orders received, no cancellations can be accepted after ad closing date. All ads must be received electronically unless prior arrangements have been made through Show Management Advertising.
 As a reminder, all Show related invoices must be paid by October 10, 2008 and prior to exhibit set-up.

Ad Space Closing Date: September 19, 2008 -
 Materials Closing Date: September 23, 2008
 Mail to: Steve Sheer, Show Management Advertising
 1115 N.E. 9th Ave., Fort Lauderdale, FL 33304 fax: (954) 462-4140
 ssheer@showmanagement.com * www.showmanagement.com