

26th Annual **Palm Beach International Boat Show**

March 24-27, 2011



**ADVERTISING ORDER FORM**

	<b>Black/White - Net</b>	<b>4/Color - Net</b>
<b>Cover (Back)</b>	N/A	<b>\$2,799.00</b>
<b>Cover (Inside Front)</b>	N/A	<b>\$2,499.00</b>
<b>Cover (Inside Back)</b>	N/A	<b>\$2,299.00</b>
<b>2 Page Spread</b>	N/A	<b>\$3,450.00</b>
<b>Full Page</b>	<b>\$ 999.00</b>	<b>\$1,899.00</b>
<b>1/2 page Horizontal (7" x 4 7/8")</b>	<b>\$ 665.00</b>	<b>\$1,009.00</b>
<b>1/4 Page Vertical (3 1/2" x 4 7/8")</b>	<b>\$ 539.00</b>	<b>\$ 789.00</b>
<b>Logo at Directory Listing</b>	<b>\$ 285.00</b>	<b>N/A</b>

**(must be supplied camera ready by 3/4/11)**

All ads must be submitted as CAMERA READY or reasonable production charges will apply.

Trim Size: 8 5/8" x 10 7/8" - Bleed Size: 8 7/8" x 11 1/8"

No Live matter within 5/16" of final trim size

AD MATERIALS: Send Ad on CD - Mac Formatted, Quark Files, or PDF - color proof must be included

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 advertising must be satisfied by March 11, 2009 and prior to exhibit set-up.

Ad closing date: March 4, 2011 - Material closing date: March 8, 2011

Send ad materials: Steve Sheer/Show Management - [ssheer@showmanagement.com](mailto:ssheer@showmanagement.com)

1115 N.E. 9th Ave., Fort Lauderdale, FL 33304

Phone: (954) 764-7642; Fax: (954) 462-4140.

**ADVERTISING SPACE ORDER**

2011 Palm Beach International Boat Show Directory

Advertiser/Exhibitor Name \_\_\_\_\_

Size of Ad: \_\_\_\_\_ B/W\_\_\_ or Color\_\_\_\_\_ Net Rate \$ \_\_\_\_\_

Special Instructions: \_\_\_\_\_

For artwork, materials, contact: \_\_\_\_\_

Bill to Name: \_\_\_\_\_ Authorized By: \_\_\_\_\_

Company: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Address: \_\_\_\_\_ Title: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone/Fax: \_\_\_\_\_

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 camera ready unless prior arrangements have been made through Show Management Advertising. As a reminder, all Show related advertising must be paid by March 9, 2011 and prior to exhibit set up.

Ad closing date: March 4th - Material closing date: March 8th  
Send to: Steve Sheer/Show Management - [ssheer@showmanagement.com](mailto:ssheer@showmanagement.com)  
1115 N.E. 9th Ave.  
Fort Lauderdale, FL 33304  
(954) 764-7642; Fax: (954) 462-4140  
[ssheer@showmanagement.com](mailto:ssheer@showmanagement.com)