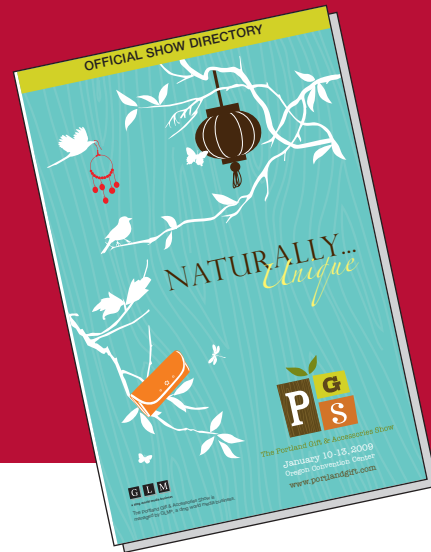


The Portland Gift Show®

2010 Show Directory Advertising Information



Mechanical Specifications

SIZE	Dimension	B/W	4/C
Book Trim Size	5-1/2" x 8-1/2"		
Full Page	4-5/8" x 7-5/8"	\$195	\$600
1/2 Page Horizontal	4-5/8" x 3-5/8"	\$110	\$400
Bleed (Full Page Only)	5-5/8" x 8-3/4"		\$75 Add'l

Layout Rates

Full page B/W	\$85.00	1/2 page B/W	\$70.00
2/3 page B/W	\$75.00	Revisions to existing ad	\$25.00

All 4-color advertising must be submitted as digital files.

Media Preference

Do not send Microsoft Publisher or Microsoft Word documents.

- 1) Electronic Files send: via Email, CD-Rom or Zip disks created in Quark, Photoshop, Illustrator or InDesign. Files should be in Print Resolution PDF, EPS and/or TIFF format. Embed or include appropriate fonts and image files. Create art at 300 dpi or better in CMYK. Include color proof. Artwork sent via email should be 9 meg or less.
- 2) Black and White camera ready art work will be scanned and placed into the Quark document. *Additional scanning fee will be charged to advertiser.*
- 3) Separate photos, logos, copy and rough layout. Materials will be scanned and typeset, layout will occur based on rough layout provided by advertiser. *Layout fee will be charged to advertiser.*
- 4) Due to Direct to Plate process do not send film; a fee of \$125 will be charged to convert film to digital file.

- **Please do not send RGB files, convert all files to CMYK format.**
- **When creating a new color do not name the color "new color".**
- **Do not save files as an EPS with J-peg compression or a TIFF with LZW compression.** JPEG and GIF files are heavily compressed and not meant for high resolution printing. Failure to submit files in the proper format may cause an undesired result when printed. Disks will not be returned unless a self addressed envelope is included.

Cancellation

Written notice of cancellation must be received by materials deadline for full refund. Any and all liability of Western Exhibitors Inc. and McNamara Publishing, Inc. shall be limited to the actual cost of advertising placed and the amount paid to McNamara Publishing, Inc. on a pro-rata basis.

Premium Positions

Cover Positions

These are the most visible ads in the directory. These positions are sold and retained on a "right of first refusal basis".

Back cover	\$900
Inside front cover	\$750
Inside back cover	\$650

New Product Preview

Showcase your products in this special section. Provide a digital color photo, 50 words of description, your company logo and company information and we will create your 2-1/4 x 3-5/8 color ad for one price. **\$395**

Product Category Ad

Be the first in your category! Provide a digital photo or logo, 15 words of description, your information and your ad will appear at the beginning of your category of choice. These positions are sold and retained on a "right of first refusal basis". Only one ad per category. **\$150 per ad**

Logo Stopper

Advertiser provides logo, printed by main exhibitor listing. **\$75**

Multiple Ad Discount

First regular full page ad will be discounted by \$25.00 for each additional full page placed in the same publication, up to a maximum discount of \$100 per publication.

All color advertising includes one FREE product category ad with each ad placed.

Contact: Larry Johns
McNamara Publishing
715-532-5300 ext 27
715-532-4888 fax
larry@mcpub.net

McNamara Publishing ADVERTISING AGREEMENT

The Portland Gift Show®

2010 Space Reservation & Payment Due:
February 2010 Directory ~ February 1, 2010

2010 Material Deadlines:
February 2010 Directory ~ February 8, 2010

Company: _____ Advertiser: _____

Contact: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Signature: _____ Date _____

Ad Type

SIZE	DIMENSIONS	B/W	4C
Book Trim Size	5-1/2" x 8-1/2"		
Back Cover	4-3/4" x 7-3/4"	n/a	_____ \$900
Inside Front Cover	4-3/4" x 7-3/4"	n/a	_____ \$750
Inside Back Cover	4-3/4" x 7-3/4"	n/a	_____ \$650
Full Page	4-5/8" x 7-5/8"	_____ \$195	_____ \$600
Bleed (Full Page Only)	5-5/8" x 8-3/4"	_____ \$75 add'l	_____ \$75 add'l
1/2 Page Horizontal	4-5/8" x 3-5/8"	_____ \$110	_____ \$400
New Product Preview Ad	2-1/4" x 3-5/8"	n/a	_____ \$395
Product Category Mini-Ad	2" x 2"	_____ \$150	n/a
Logo Stopper	1/2" x 1/2"	_____ \$75	n/a
Coupon Ad	1-1/2' x 4-1/8"	_____ \$50	n/a
Multiple Ad Discount			_____
Total Amount: \$			_____

Credit Card Information

Fax Credit Card Payments to: 952-922-4287

Visa Mastercard *Sorry, but we do not accept American Express or Discover.*

Card Number _____ Expiration Date _____

Billing Address _____ City _____ State _____ Zip _____

Authorized Signature _____ Date _____

Contact Information

MAILING ADDRESS

McNamara Publishing, Inc.
PO Box 123
Ladysmith, WI 54848
Attn: Larry Johns

Advertising Contact

Larry Johns
715-532-5300 ext. 27
Fax 715-532-4888
larry@mcpub.net

OVERNIGHT ADDRESS

McNamara Publishing, Inc.
200 West 5th Street S.
Ladysmith, WI 54848
Attn: Larry Johns

Email ad material to: pubexpress@mcpub.net