

Official Conference & Trade Show Guide



Publication Date: February, 2007
Ad Closing Date: January 22, 2007

The only publication focused on the industrial fire and security marketplace for the energy and industrial markets in North America. This annual product and service guide, which is also the Industrial Fire, Safety & Security official show guide is distributed to Industrial Fire Chiefs, Emergency Response Managers and Security Directors both at the plant/facility level, as well as headquarters for oil and gas operators, process facilities, petrochemical, refining, chemical and terminal industries.

ADVERTISING RATES:

Ad Size	Cost
Two-Page Spread	\$2,500.00
Full Page	\$1,500.00
1/2 Page Horizontal	\$750.00
1/6 Page Product/Service Description	\$500.00
Business Card Listing	\$250.00

- 20% premium will be added for inside front cover and inside back cover ad placement
- 10% premium will be added for other special positions as available.
- No additional charge for bleed advertisements of full page or more. On bleed ads, add 1/8 inch to print image to allow for trim.
- Advertisement rates include four-color process (CMYK) printing. No special colors/metallics.
- Two color insertions – deduct 10%
- Advertisements in black only – deduct 15%
- An agency commission of 15% is allowed to accredited advertising agencies

Bonus Distribution: To all attendees at the Industrial Fire, Safety & Security Conference & Exhibition

Industrial Fire, Safety & Security exhibitors deduct 5%. Other discounts may apply.

TRADEFAIR GROUP PUBLICATIONS RATE POLICY

Rates include a 15 percent commission to recognized advertising agencies on space, color and position charges unless otherwise noted. Tip-in charges, artwork, printing, mechanical art or other miscellaneous charges are not commissionable. Commission is revoked on unpaid billings after 60 days from billing date. Finance charge of 1 percent per month is levied on balances over 30 days. Advertiser will be responsible for reasonable attorney fees and court costs if litigation is necessary. Notification of cancellation must be given in writing 10 working days prior to the Close Date of each publication. Cancellations will not be accepted after this date.

TERMS: 25% deposit is due with insertion order with balance due Net 30 following publication.
 All ads are accepted under the TradeFair Group Publications General Advertising Terms & Conditions.



For Advertising Details Contact Us:

- (832) 242-1969
- sales@tradefairgroup.com

www.tradefairgroup.com

AD SIZES

Industrial Fire, Safety & Security Show Guide

Trim Size	Width (inches)	Height (inches)
Two-Page Spread	16	10
Two-Page Spread with bleed*	17.25	11.25
Full Page	7.5	10
Full Page with bleed*	8.75	11.25
1/2 Page Horizontal	7.5	4.875
1/6 Page Product (Service Description)	3.75	3.25
Business Card Listing	3.5	2.00

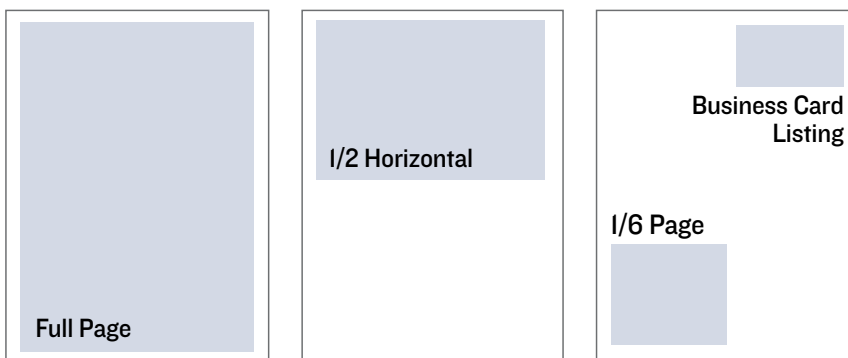
* Bleed Ads available on full page or two-page spreads at no additional charge.

ADD 1/8" on all four sides to allow for bleed.

LIVE AREA: On spreads & full page ads, please keep all live matter (copy, logos etc.) at least 1/2" from trim.

TradeFair Group Publications are printed 133 line screen on gloss white stock and saddlestitch bound unless otherwise indicated.

STORAGE OF AD MATERIAL: Ad Material will be archived for 12 months and then destroyed unless otherwise indicated in writing. Please keep a copy of the artwork in your own files. TradeFair Group Publications is not responsible for any data losses to the archived material.



DIGITAL GUIDELINES

All artwork for TradeFair Group Publications must be received in an acceptable digital format. No film negatives or positives will be accepted.

Media: Apple/Mac format CD or DVD

Acceptable File Formats:

OPTION A: Ad to be sent as flattened, 300dpi, CMYK TIF or JPG files.

(Spot colors must be created from process—no PMS colors accepted.)

OPTION B: Ad to be sent as high resolution Adobe Acrobat PDF file with all fonts embedded. Make sure PDF is Acrobat 4.0 compatible and saved with bleed (if ad bleeds) as well as registration marks offset 20 pts. All original graphics to be 300dpi at the size they are used in the layout. **The PDF must be supplied as a composite file saved at 2400dpi.**

Note: No application files (Quark, InDesign, Illustrator, etc.) will be accepted.

Please note: TradeFair Group Publications are printed four color process (CMYK) only. No spot/special colors or metallic inks are accepted without prior written approval by the Publisher.

Proofs: All ads must be accompanied by a SWOP standard printed proof/chromalin (color proof for color ads). Publisher is not responsible for color reproduction quality without aforementioned color proof provided for guidance.

Any ad which does not conform to these specifications may need to be resupplied by advertiser.

AD MATERIAL DELIVERY:

TradeFair Group Publications
Attn: Ad Production Manager
11000 Richmond, Suite 500
Houston, TX 77042 USA
Phone: 832-242-1969
Fax: 832-242-1971

TRADEFAIR GROUP PUBLICATIONS
www.tradefairgroup.com

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