



2009 OFFICIAL SHOW PROGRAM ADVERTISING RATE CARD

Las Vegas, NV • May 2 - 3, 2009
South Point Hotel

San Diego, CA • June 13 - 14, 2009
San Diego Convention Center

Maximize your exposure at BabyTime Expo! BabyTime Expo's program will include all the information about the Expo and will continue to be a resource for expectant families for years to come! **Grab their attention by advertising in the program.**

Not exhibiting in both Shows? Reach beyond your area by advertising in more than one city - same ad means one low production cost, twice the audience your company reaches!

DIMENSIONS & SPECS



FULL-PAGE AD

Non-bleed: 5.25" x 8.25"
Trim size: 5.5" x 8.5"



HALF-PAGE HORIZONTAL AD

Non-bleed: 4" High x 5.25" Wide



BUSINESS CARD

Non-bleed: 2.5" High x 3.5" Wide

ALL ADS MUST BE:

- 300 dpi resolution at final size
- All colors must be converted to CMYK, 4 color process (except black text).
- Grayscale for Black & White.
- 150 Line screen for Black & White ads.
- Press Ready PDF or Full size EPS or Hi-Res JPG.
- Fonts must be outlined or embedded.
- All crop marks and color bars should be outside printable area (12pt offset).

PROOFS:

- Printouts (in color for 4-color ads), PDF proof are recommended to be submitted. Without an accurate color proof, BabyTime Expo cannot be held responsible for the outcome of color on press.

AD MATERIAL: Any artwork submitted that does not meet publisher's requirements will be returned. The advertiser will be responsible for fixing the ad and returning corrected material to BabyTime Expo.

PLACEMENT: Ads are placed at the publisher's discretion, and placement cannot be guaranteed.

TERMS: ALL PRICES ARE NET. No discounts apply. The publisher will not be bound by conditions appearing on order blanks or copy instructions that conflict with the provisions of this rate card. Due to the nature of the publication, tear sheets will only be available at or after the Show. **Full payment must be received with the insertion order by the ad closing date, March 20, 2009.**

CANCELLATIONS: Ad Space and production are allocated based upon contracts received. NO cancellations will be accepted and no refunds given after the ad closing date, March 20, 2009.

AD CLOSING DATE:
March 20, 2009
AD MATERIALS DUE DATE:
March 27, 2009

ADVERTISING RATES

Item	1 City	Both cities
Back Cover (4 color only)	\$2,000	\$3,500
Inside Front Cover (4 color only)	\$1,500	\$2,250
Inside Back Cover (4 color only)	\$1,500	\$2,250
Full Page Ad (4 color)	\$950	\$1,500
Half Page Ad (4 color)	\$475	\$750
Business Card	\$150	\$250

Reserve Your Space Today!
Contact Your Account Executive
702/450-7662, ext. 120 - Fax: 702/450-7732

Please reserve my ad space for the BabyTime Expo Program

Company Name _____ Booth# _____

Ad size and color: _____

Rate: _____

Cities: San Diego Las

Contact Name (please print): _____

Email: _____ Phone: _____

Authorized Signature: _____

For artwork materials, contact: _____

Phone: _____

Method of Payment

Check or money order enclosed \$ _____ payable to **ConvExx**
(U.S. Dollars)

Check one: VISA MasterCard American Express

Credit Card # _____

*CVV# _____ Exp. Date ____/____/____ Amount \$ _____

*VISA/MC: The last 3 digits of the number printed in the signature space on the back of the card.
AmEx: The last 4-digit number printed above to the right of the raised number on the front of the card.

Cardholder's Name _____

Cardholder's Billing Address _____

City _____ State _____ Zip _____

Country _____

Cardholder's Signature _____