

Event Guide Ad Order Form

Training Directors Forum

**JUNE 11-14, 2006
DESERT SPRINGS,
a JW MARRIOTT
RESORT & SPA**

- I have questions. Please call me.
- I am ready to reserve space in the TDF Event Guide.

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

Telephone _____

Fax _____

Email _____

2006 ADVERTISING RATES

	B/W	4-Color
Full page	<input type="checkbox"/> n/a	<input type="checkbox"/> \$1,600
Full page	<input type="checkbox"/> \$1,200	<input type="checkbox"/> n/a
Half page	<input type="checkbox"/> \$590	<input type="checkbox"/> n/a
New Product Flag*	<input type="checkbox"/> \$250	<input type="checkbox"/> n/a

**Space Reservation / Materials / Payment Deadline:
May 5, 2006**

All signed agreements are final. Cancellations will not be accepted. Late fees will be charged for materials received after the deadline.

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Important Notes on Advertising Materials

AD SIZES

Cover ads (full page only) are in four-color-process and bleeds are acceptable. Trim size of the publication is 8-1/2" by 11", and ads with full bleeds should be 8-3/4" by 11-1/4" (1/8" excess all around).

Text page ads are in one PMS plus black or can be black ink only, NO BLEEDS. Image area for a full-page ad is 8" by 10-1/2". Image area for a half-page ad (HORIZONTAL ADS ONLY) is 8" wide by 5" deep.

FORMATS

TWO-COLOR Ads: Quark 5.0 or higher for MAC, accompanied by PDF or hard copy proof.
BLACK & WHITE Ads: High resolution (300 dpi)

PDF, TIF or JPEG via e-mail or CD. Mailing address and e-mail address for your files will be provided with your advertising contract.

PRESERVATION

All efforts are made to preserve advertising materials in their original condition. However, neither VNU Expositions nor its printing contractor will be responsible for lost or damaged advertising materials after publication.

REPRODUCTION

Neither VNU Expositions nor its printing contractor will be responsible for the final reproduction quality of any materials provided which do not meet the specifications detailed on this form.

Reserve your space today!

Address for where to send materials will be included on your advertising contract. For additional information and to reserve your space, contact Sean Nodland, Sales Manager-VNU, Phone 703-488-2745, Fax 703-488-2725, Email snodland@vnuexpo.com