

Show Program ADVERTISING CONTRACT 2018

VDTA • SDTA International Trade Show & Convention • Charlotte, NC • March 24-26, 2018

DEADLINE: January 6, 2018

Advertising in the Show Program provides a cost effective way to improve **BRAND** awareness for attendees, directs them to your booth and reinforces business contacts before, during and after the convention. Show Program advertising serves as a silent salesperson to generate interest in your products and services. Among the items well suited for advertising in the Show Program are:

- SHOW SPECIALS
- NEW SERVICES
- NEW PRODUCT INTRODUCTIONS
- SPECIFIC TERRITORY RECRUITING
- NEW DEALER PROGRAMS
- SPECIAL SHOW EVENTS

Company Name: _____

Authorized signature: _____

Address: _____

City, State, Zip: _____

Cell Phone: _____ Fax: _____

Email: _____

_____ **YES, Please add our exhibit booth number to the bottom of our advertisement. Booth #** _____

4 Color Ad Rates:

1 Page (8.125" x 10.5")	\$2,000	1/4 Page (4.625" x 3")	\$500
1/2 Page (7.125" x 4.625")	\$1,000	1/4 Page (3.5" x 4.625")	\$500
1/2 Page (4.625" x 7")	\$1,000	1/8 Page (4.625" x 2")	\$375

Dimensions indicated for full page ads are "finished trim size". full page "bleed size" is 8.526" X 11". If you are uncertain about these dimensions, call 800-367-5651.

Show Program DEADLINE: January 6, 2018 for advertising insertions & material

Mechanical Requirements: Digital Advertising Material accepted media: email to ads@vdt.com.

Accepted files: Adobe Acrobat (PDF) preferred. Acrobat files should be created using the "High Quality" setting.

At the advertisers discretion, ads may be submitted as 300 dpi (or greater) TIF files. **All colors must be CMYK.**

NON-accepted files: **We do not accept Microsoft Word or Publisher for advertising. When preparing ads for print, do not use RGB color.**

Proofs: Proof should accompany all digital materials. **The publisher takes no responsibility for files sent without a color proof.**

Photos: Digital photos must be as follows: 300 dpi at 100%, CMYK color and .TIF format. If JPG format is used, please be certain that the file was created using the highest quality setting (least amount of compression).

Insertion Orders: Mandatory from all agencies and advertisers. Must include authorized signature.

Pick-up materials from other publications: Publisher does not have the authority to obtain advertising materials from other publications. These materials should come from the advertiser or agency.

Submit advertising files to ads@vdt.com

Ad size requested: _____ **Space cost:** _____ **Amount due: \$** _____

PAYMENT METHOD: _____ Visa _____ Mastercard _____ Check (Payable to VDTA • SDTA)

Card Number _____ Exp Date _____ CCV _____

Name (as it appears on card) _____

Address of cardholder: _____

City, State, Zip: _____

Phone: _____ Email: _____

Authorized signature: _____

Submit form via Mail: VDTA • SDTA , 2724 2nd Ave, Des Moines, IA 50313 • E-mail: ads@vdt.com • Fax 515-282-4483