

ADVERTISING: 2010 Commemorative Edition of Expose' Magazine | AD ARTWORK INFORMATION AND MECHANICAL SPECIFICATIONS



ARTWORK DEADLINE: Thursday, April 1, 2010

All advertisements must be created at proper size and submitted before the deadline to be included in the magazine.

FILE REQUIREMENTS

- PDF files are preferred.
- Create with "press quality" Acrobat Distiller settings.
- Have all fonts imbedded.
- Supply final trim size without crop marks for non-bleed.
- Do not use Acrobat PDF Writer. It produces low resolution files that are unusable.

RESOLUTION & COLOR REQUIREMENTS

- Resolution must be at least 300 dpi placed at 100% size in the file
- Ads with more than one color must be made from 4-color process. Spot colors are not available

AD DELIVERY (File Transfer Protocol)

- Go to: <http://proofs.ibj.com> by filling out the online form and following the prompts.

Please note: All open files and fonts should be compressed prior to sending. Digital files requiring technical adjustments to ensure file is print-ready will incur a service fee. **All ads are due April 1, 2010.**

EXPOSE' MAGAZINE AD CONTACT

For more information, contact the IBE communications department at communications@indianablackexpo.com or (317) 925-2702, ext. 3041.

Please Note: All 2010 Summer Celebration **GOVERNMENT** and **BRONZE** sponsors should **submit a 1/3 page ad** for the magazine.

EXPOSE' MAGAZINE RATES & SIZES

Center Spread.....	\$2,750
2 Page Spread.....	\$2,000
Back Cover.....	SOLD
Inside Front.....	SOLD
Inside Back.....	\$1,650
Page One.....	\$1,500
Full Page.....	\$825
2/3 Page.....	\$715
1/2 Page.....	\$605
1/3 Page.....	\$325
1/6 Page.....	\$165

Ad Size	Width	Height
Trim Size	8.375" x	10.875"
Center spread (bleed)	17" x	11.125"
Center spread (live)	15.75" x	9.75"
Full (bleed)	8.625" x	11.25"
Full (live)	7.187" x	9.75"
2/3 Vertical	4.687" x	9.75"
1/2 Horizontal	7.187" x	4.75"
1/3 Vertical	2.187" x	9.75"
1/3 Square	4.687" x	4.75"
1/6 Vertical	2.187" x	4.75"

PAYMENT

Mail completed 2010 Commemorative Edition of Expose' Magazine Contract form (back page) with payment by **April 1, 2010** to:

Indiana Black Expo, Inc.
 Attn: Finance Department
 3145 N. Meridian Street, Indianapolis, IN 46208

**ADVERTISING: 2010 Commemorative Edition of
 Expose' Magazine | AD CONTRACT**



Promote Your Company at Indiana Black Expo's 40th Annual Summer Celebration!

Will Summer Celebration attendees seek your booth and be ready to talk business? Advertising in the 2010 Commemorative Edition of Expose' Magazine is your opportunity to attract traffic to your booth and leave a lasting impression with event attendees. Call (317) 925-2702, ext. 3041 today to reserve your ad space.

The 2010 Commemorative Edition of Expose' Magazine is a free publication that is available to IBE's Summer Celebration attendees. Not only will you increase traffic to your booth, but you will also increase your exposure to hundreds of thousands of new customers. Every page captures the essence and flavor of one of the the nation's largest African-American cultural events. The magazine is a quality, four-color **8.5 x11 book**, edited and designed by top professionals.

ADVERTISER INFORMATION

COMPANY NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

PHONE: _____

FAX: _____

E-MAIL: _____

WEB SITE: _____

PAYMENT INFORMATION

Enclosed is my check in the amount of \$: _____

Charge my: VISA MasterCard AMEX in the amount of \$: _____

Account Number: _____ 3-Digit Security Code: _____ Exp. Date: _____

Name (as it appears on card): _____ Cardholder's Signature: _____

NOTE: I understand and accept the terms of this contract as final and binding. I agree to follow all rules and regulations set forth by the Indiana Convention Center and IBE. This signed contract constitutes a binding legal agreement. Please read contract carefully. Retain a copy for your records. IBE reserves the right to assign booth locations and accept or reject any application. Send the original to: Indiana Black Expo, Inc., Attn: Finance Department, 3145 N. Meridian St., Indianapolis, IN 46208. You may also fax it to (317) 925-6624, Attn: Finance Department.

IBE USE ONLY	Date Ad Received: _____
	Ad Placement: _____
	Ad Specifications:
	<input type="checkbox"/> Full-Page <input type="checkbox"/> 2-Page Spread <input type="checkbox"/> 2/3-Page <input type="checkbox"/> 1/2-Page <input type="checkbox"/> 1/6-Page <input type="checkbox"/> 1/3-Page

AUTHORIZED SIGNATURE: _____

DATE: _____