



EVENT GUIDE ADVERTISING

Reservation Deadline: Friday, Oct. 6, 2006

Materials Due: Monday, Oct. 16, 2006

What is the Event Guide?

This year-round reference guide will be distributed to all attendees during check-in at GEOINT 2006. It includes complete details of the exposition, sessions, and special event programs.

What are the benefits of advertising in the Event Guide?

Advertising in the guide is a great way to stand out and get buyers to your booth:

- Deliver your message to more than 2,500 individuals attending GEOINT 2006
- Increase booth traffic by advertising your location and product information
- Extend brand awareness and complement the effectiveness of your directory listing
- Your message reaches the people you want to talk to at the right time and the right place!

What are the ad specifications?

Ad Dimensions

Full-page	Bleed: 8.75" W x 11.25" H Trim: 8.5" W x 11" H
Half-page horizontal	8" W x 5.125" H
Third-page square	5.125" W x 5.125" H
Third-page vertical	2.625" W x 10.5" H

Spread Dimensions

Spread (per page)	Bleed: 17.25" x 11.25" H Trim: 17" W x 11" H
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Acceptable file formats: Press Ready PDF, EPS, or TIFF

Convert all fonts to paths or embed in PDF

All images should be CMYK and 300 dpi

Whom should I contact?

To reserve space:

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