



BOOKEXPO AMERICA

The content and the buzz.

BEA Show Directory & Event Map Insertion Order 2012

Order early to ensure exposure to 20,000+ attendees on-site and then throughout the year when the BEA Show Directory is continued to be used as the premier industry reference tool.

June 5-7, 2012 | Javits Center, New York, NY | www.bookexpoamerica.com

By advertising in the Official BEA Show Directory, you ensure that your ad will be in the hands of potential clients who hold onto this publication and use it as a reference book for the entire year.

The Facts:

- 68% of attendees retained the show directory
- Attendees referred to the directory an average of 5.7 times while attending the show
- 56% of attendees will refer to the directory after the show
- 56% of attendees will use the directory to contact exhibitors after the show

Magazine size (8.125" w x 10.75" h)

Deadlines: Listing- March 16/Ad Materials- March 19

RUN-OF-BOOK POSITIONS – ALL 4C

- Full Page \$ 3,500
 Half Page \$ 2,100
 Two Page Spread \$ 4,750

SPECIAL POSITIONS – ALL 4C

- Front Cover \$ 9,500
 Cover 2 (Inside Front) \$ 5,600
 Cover 3 (Inside Back) \$ 5,100
 Cover 4 (Back Cover) \$ 10,200
 Page Facing Cover 2 \$ 3,800
 Page Facing Cover 3 \$ 3,600
 Page Facing TOC \$ 3,600
 Bookmark \$ 8,000
 Post-it (on cover) \$ 10,000
 Spine \$ 4,200
 BEA Showcase (Business Card) \$ 500
 Page Facing Exhibitor List Page \$ 3,600
 Belly Band \$ 6,200
 Premium Position \$ 3,600

ENHANCED EXHIBITOR LISTING

- Additional Company Listing (Includes logo) \$ 950
 Logo \$ 315
 Shaded \$ 420

EVENT MAP (Exhibit Hall Map & Exhibitor List)

Deadlines: Listing- April 20/ Ad Materials- April 13

- Front Cover \$ 3,150
 Back Cover \$ 2,650
 Business Card Ad \$ 1,050
 Logo \$ 525
 Highlight on Exhibitor List \$ 265



For more information, contact Michele Oppenheimer, at 203-840-5445.

Fax completed form to Michele Oppenheimer at 203-840-9445.

Yes, I am interested in the media/sponsorships checked above. Please accept this as my insertion order form.

Company: Booth #:
 Contact: Phone: Email:
 Authorized Signature: Date:

ADVERTISING TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted. Mail to: Reed Exhibitions / BEA 12 Advertising / 383 Main Ave., Norwalk, CT 06851