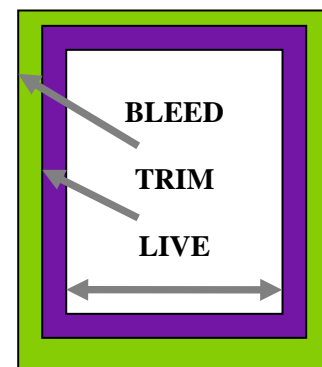


Official Show Directory Specification Sheet

Directory Ad Materials Due: **Wednesday, April 4th, 2012**

Any ad received after our material close date will be placed in the directory at our discretion. We will make every attempt to include the ad but can make no guarantee as to if it will or where it will appear.

AD SIZE	BLEED	TRIM	LIVE
Full Page	8.125"w x 10.75"h	7.875"w x 10.5"h	7.625"w x 10"h
2 Page Spread	16"w x 10.75"h	15.75"w x 10.5"h	15.25"w x 10"h
½ Page (Horizontal)	n/a	n/a	6.9"w x 4.75"h
Business Card	n/a	n/a	3.25"w x 2.5"h



The above specs must be followed; bleeds and safety adjustments are mandatory for proper printing. Reed Exhibitions cannot be responsible for trimmed live matter if safety margin is not adhered to.

* If you would like metric dimensions, visit: www.worldwidemetric.com/metcal.htm

Acceptable Applications and Files

- InDesign (.indd) - Include all fonts and support art.
- Illustrator (.ai) - Include all fonts. All images must be embedded.
- Photoshop (.eps, .tif) - Files must be flattened. All Alpha Channels must be removed. Fonts must be rasterized.
- PDF/X-1a:2001
- **Crop marks must be outside of bleed area.**
- Do not add security features to a .PDF or lock any file.

Color

- All print ads need to be CMYK or grayscale, no RGB images will be accepted.
- PMS and spot colors will be converted to 4-color process.

Final Files

- PC files can be accepted but may create additional handling charges and costs. We recommend submitting them as Photoshop .tif or .eps files or print optimized PDF files.

- Any fonts not supplied may be substituted.
- All submitted materials must be clearly marked with company name, contact name, file name and show name. All ads must include the name of the advertiser in the actual file name. (e.g.: XYZCo-Ad.eps) and must include the appropriate extension ie: .eps, .tif
- We will accept artwork files via email, FTP, CD or DVD; however we cannot guarantee exact color match.

NOT Acceptable:

- **Word, Publisher and Powerpoint files are NOT accepted.**
- OS X dfonts are NOT accepted. No style attributes applied to the basic fonts.
- **PC and True Type fonts must be converted to outline.**
- **No faxes or hard copies accepted.**
- JPG, GIF, PICT, and BMP formats are NOT supported

Email Logos To: Kate Battinelli **Email:** kbattinelli@reedexpo.com **Phone:** 203-840-5876

Ship Materials To: BookExpo America 2012 Advertising, Reed Exhibitions, Attn: Kate Battinelli
 383 Main Avenue, Norwalk, CT 06851

Questions Pertaining To Your Advertising:

Michele Oppenheimer, EMG Consultant **Phone:** 203-840-5472 **Email:** moppenhimer@reedexpo.com

TERMS:

Responsibility for a printed ad that is significantly different from the furnished proof will be assumed at management's discretion. Management will inform you in advance of production costs, if required. These costs will be invoiced separately. All rates are net and non-commissionable. Ads with coupons will NOT be accepted.

STUDIO SERVICES:

Need assistance creating an ad?
 We will be happy to do this for you. Studio Services: \$130 per hour in ½ hour increments. Should your submitted ad require corrections due to size/resolution/format issues you will be charged \$100/hour in ½ hour increments.
(Pending your approval)