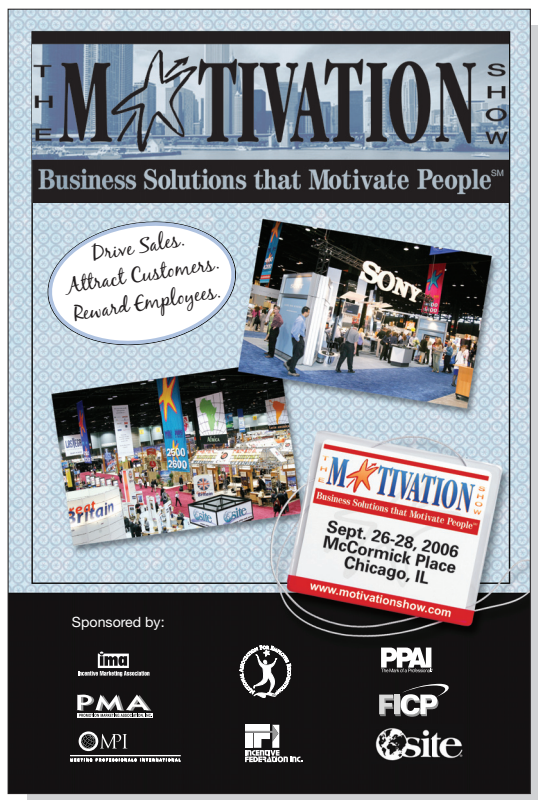


# The Motivation Show Industry Buyer's Guide

Advertise in our annual Exhibit and Resource Directory—a low-cost solution to get your products and services out in front of buyers when they are in buying mode.

A print solution to showcase your company



The Motivation Show Buyer's Guide compiles the industry's most comprehensive listings and information in a directory distributed at the show. Your advertising reaches buyers precisely when they're in a buying or planning mode.

## Exhibit Directory Advertising

**Binding Method:** Perfect, jogs to head

**Printing Process:** Offset

**Inks:** Black and PMS 639C (Blue)

**Halftone Screen:** 150-line screen

**Page Size:** 5 7/8" W x 8 3/8" H

Description	Dimensions	Net Cost
Cover 2,3,4	4 7/8" W x 7 7/8" H	On request
Full Page	4 7/8" W x 7 7/8" H	\$3,000
Half Page	4 7/8" W x 3 3/4" H	\$1,700

## Reproduction Requirements

**Digital Data:** File Formats (300dpi): PDF, EPS (fonts must be embedded or converted to outlines); TIFF

**Page Layout:** Quark Xpress 6.x or earlier, please include hard copy. Provide single page files created to the trim of the Buyer's Guide plus a minimum 1/8" bleed on all sides. Keep live matter 3/8" from trim edges. Crop marks must be included. Reverse type should be no less than 6 pt.

**Preferred Materials:** CD-ROM, Mac or PC Format. Design software recommended is: QuarkXpress, Illustrator, Photoshop. Mac is preferred but Windows files are also accepted.

**Note:** Files should be Service Bureau Ready. All images should be high resolution, including all fonts and graphics and using correct ink colors. **Please supply a color proof with all electronic advertising materials.**

## Issuance & Closing Dates

**Issued:** September 25, 26, 27, 2007 at The Motivation Show, McCormick Place, Chicago

**Circulation:** 15,000

**Closing Date:** July 18, 2007

**Materials Due:** August 2, 2007

Learn more about what we can do for your organization. Contact Jim Kilmetis at [jkilmetis@motivationshow.com](mailto:jkilmetis@motivationshow.com), or call him at 914-591-7600, ext. 229.