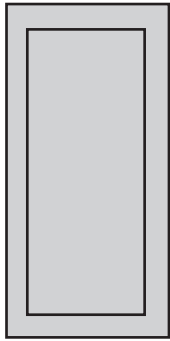


AD SIZES AND DIMENSIONS (WIDTH x HEIGHT)

BIZBASH

SHOW GUIDE ADVERTISING MATERIAL SPECIFICATIONS



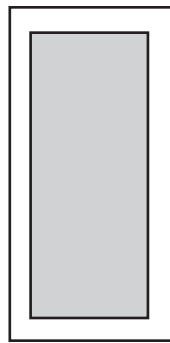
Bleed: 4.5" x 11.5" (this includes the 1/8" bleed on all sides.)

Trim: 4.25" x 11.25" (do not create your ad to this size, this is size page will be cut to.)

Live Area: 3.75" x 10.75" (all text must be within this area.)

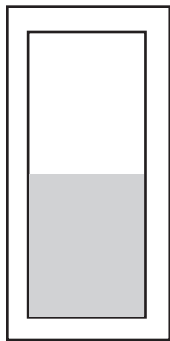
ONLY FOR THOSE WITH COVER POSITIONING.
Must be full color.

**FULL PAGE -
COVER POSITION**



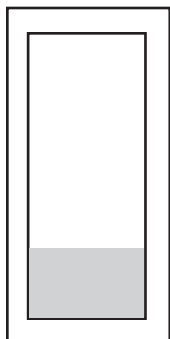
Live Area: 3.25" x 10.75"
Must be black and white/grayscale.

FULL PAGE



Live Area: 3.25" x 5.375"
Must be black and white/grayscale. Ad is vertical in orientation, it cannot be horizontal.

1/2 PAGE



Live Area: 3.25" x 2.6875"
Must be black and white/grayscale. Ad is horizontal in orientation, it cannot be vertical.

1/4 PAGE

PREFERRED FILE FORMAT

PDF: Must be CMYK or black and white/grayscale, 300 dpi, and all fonts and images embedded. Bleed and crop marks must be offset 12 points so as not to invade the live or bleed areas.

OTHER FORMATS WE ACCEPT

TIFF, EPS, QuarkXpress (up to v.6.5), InDesign (up to CS2), Illustrator (up to CS2): Ads must be in four-color format (CMYK). Resolution must be 300 dpi. If resolution is lower than this, BizBash will not be responsible for the printed quality of the image. (Images above 300 dpi will not improve image quality in print, it will only make the file larger.) Include all fonts and images (outline type for EPS and Illustrator files). Flatten transparencies in Illustrator files. The Production Department works in a Macintosh environment, therefore PC fonts are not compatible and cannot be accepted. If any file format is used other than those indicated above, a fee will be charged for additional work time. We cannot accept any PC-based formats or word processing documents, such as Microsoft Word. A file may be refused if it is not compatible.

COLOR

If you have a full page ad with cover positioning, your ad must be CMYK. All other ads are black and white/grayscale. Do not submit RGB or PMS colors. Color reproduction cannot be guaranteed if total area density exceeds 280%. Ads with excessive use of dark colors may print with heavy dot gain, resulting in a darker outcome than represented on the original proof. Avoid color builds for black body copy, use 100% black instead. Do not save image files with embedded color management profiles.

PROOF

Ads must be accompanied by an acceptable contract proof (dot-based, not a laser copy or consumer inkjet copy) made to SWOP standards. We suggest a color bar for accuracy. Client waives color guarantee if an acceptable contract proof is not supplied.

BORDER

A border around a fractional page non-bleed ad is suggested and must be at least 0.5 point. We reserve the right to add a border if necessary.

BLEED

Our bleed dimensions include 0.125" on all sides for bleed ads. Please allow a 0.25" type safety area in from trim on all sides.

PLEASE NOTE

We cannot design or redesign ads in-house. However, we are able to set you up with a designer for a fee. Please contact production@bizbash.com for details. One week's notice is advisable.

ADS MAY BE SUBMITTED BY

Email (up to 12 MB): production@bizbash.com

To prevent file corruption, always use Stuffit, Zip, or any Macintosh self-extraction format. Include in the subject line of your email the following tagline: "**Name of Advertiser/Show Guide.**"

FTP: Most FTP utilities are free and can be downloaded from www.tucows.com.

Once installed you can connect using the following:

ftp://server-01.bizbash.com

username: bbimageuser

password: publicuser1

The name of advertiser is required in the file name. Once connected simply drag your files into the drop box window. Notify the production department of upload at production@bizbash.com.

Include in the subject line of your email the following tagline: "**Name of Advertiser/Show Guide.**"

Mail: Please send CDs in hard cases to avoid damage to disc.

Production c/o BizBash Media

21 W. 38th Street, 13th Floor

New York, NY 10018

Phone: 646.638.3600

General Trade Show Questions: Please contact Sheryl Olaskowitz, Senior Events Manager, at 646.839.6831 or solaskowitz@bizbash.com.