

**FUN EXPO**  
**DIRECTORY/WEBSITE ADVERTISING ORDER FORM**  
 WEDNESDAY, MARCH 10 – FRIDAY, MARCH 12, 2010  
 LAS VEGAS CONVENTION CENTER, NORTH HALL 3  
 LAS VEGAS, NEVADA

**RESERVE YOUR AD IN THE 2010 FUN EXPO OFFICIAL SHOW DIRECTORY!**

Take advantage of this opportunity to place your company's ad prominently in the Show Directory that is distributed to all show attendees and used as a valuable resource book throughout the year! **As an added bonus, this year's directory will be combined with Amusement EXPO. The attendees of each show will access this directory for both shows, giving you double the exposure!**

<b>ADVERTISING RATES</b>			
✓	Size/Location	B/W rate	Color Rate
	INSIDE FRONT COVER	--	\$1,495.00
	DIRECTORY WRAP/BELLY BAND	--	\$1,695.00
	PAGE THREE	\$697.50	\$1,395.00
	PAGE FIVE	\$647.50	\$1,295.00
	PAGE SEVEN	\$597.50	\$1,195.00
	FULL PAGE	\$495.00	\$ 795.00
	HALF PAGE	\$295.00	\$ 595.00
	COMPANY NAME ON FLOOR PLAN	--	\$ 495.00
	SHADED LISTING	\$99.00	--
	COMPANY LOGO (next to listing)	\$49.00	--
	<b>SPECIAL: SHADED LISTING &amp; COMPANY LOGO</b>	\$129.00	--
<b>SPECIAL ADVERTISING SECTIONS</b>			
	SHOW SPECIAL SECTION	FREE	FREE
	NEW PRODUCT INFORMATION SECTION	\$149.00	--
<b>WEBSITE ADVERTISING</b>			
	HOME PAGE BANNER ADVERTISEMENT	\$149.00	--
	REGISTRATION PAGE BANNER ADVERTISEMENT	\$149.00	--
	ADDITIONAL CHARGE FOR ANIMATED BANNER	\$25.00	--

**PAYMENT MUST BE INCLUDED WITH ORDER – SPACE & MATERIAL DEADLINE: February 5, 2010**

**PLEASE PRINT CLEARLY**

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/COUNTRY/ ZIP/ POSTAL CODE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

ENCLOSED IS MY CHECK IN THE AMOUNT OF \$ \_\_\_\_\_  
 MADE PAYABLE TO FUN EXPO  
 Return form & Check to: W. T. Glasgow, 10729 W. 163<sup>rd</sup> Place, Orland Park, IL 60467  
 IF YOU PREFER TO USE A CREDIT CARD, PLEASE USE CREDIT CARD AUTHORIZATION FORM.

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**DIRECTORY ADVERTISING Mechanical Specifications for Vision Integrated Graphics**

Printing: Sheet fed  
Line Screen: 200 for Cover  
150 for Body  
Stock: 80# Gloss Cover  
50# Offset for Body

**DEADLINE**  
**Advertising Reservation:**  
Friday, January 29, 2010  
**Materials:** Friday, February 5, 2010

**ELECTRONIC FILES are preferred for Ads.**

Electronic files can be forwarded directly to the printer by visiting [www.visionps.com](http://www.visionps.com), and clicking on the link "Send Us a File". This will take you to a window that will guide you through the process. After the file is sent, you will receive an e-mail confirmation stating that your file has been successfully uploaded to the printer's server.

A list of acceptable application types can be found on the website. High-resolution PDF files are also accepted. Please include all graphic files and fonts used when sending the artwork. Please identify files with AMUSEMENT EXPO, size of ad, and name and phone number of advertiser.

Preferred application types are Quark, InDesign, Illustrator and Photoshop. High-resolution PDF's will also be accepted – BUT MUST INCLUDE BLEEDS.

**INK COLOR REQUIREMENTS**

Two-color and 4-color. Standard four-color process inks will be used. Spot PMS colors will be printed in four-color process match.

**PROOFS**

Hi Resolution PDF proofs accepted for color match.

**LOGO REQUIREMENTS**

Electronic files only accepted. MAC or PC. Illustrator files (with outlined type) are preferred. TIFF files will also be accepted. The final size will be approximately 1" wide by 1/2" deep.

**Dimensions by Width & Height**

Full Page	Trim Area	8 3/8" x 10 7/8"
	Live Area	7 7/8" x 10 3/8"
	Bleed	8 3/4" x 11 1/8"

Half Page	7 7/8" x 5 3/16"
Quarter Page	4 3/4" x 3 1/2"

Two Page Spread	Trim size per page:	8 3/8" x 10 7/8"
	Trim size overall:	16 3/4" x 10 7/8"
	Live area per page:	7 7/8" x 10 3/8"
	Bleed overall per page:	8 3/4" x 11 1/8"

No extra charge for bleeds.

**Terms:**

- Payment in full is due 30 days after receipt of invoice.
- Advertisement will not run without full payment.
- Management will inform you in advance of production costs if required.
- Production costs will be invoiced separately.
- All rates are net and non-commissionable.

**Return Completed Form to:**  
**AMUSEMENT EXPO 2010**  
**William T. Glasgow, Inc.**  
**10729 West 163<sup>rd</sup> Place**  
**Orland Park, IL 60467**  
**Phone: 708.226.1300**  
**Fax: 708.226.1310**

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**FUN EXPO**  
**ADVERTISING OPPORTUNITIES DESCRIPTION**

**Book Cover Wrap** Wrap the Expo Directory in a “bellyband” that includes your booth number, company name and logo.

**Website Banner Ad** Promote your company and link directly to your website from the highly trafficked funexpo.com (Exhibitor responsible for production of banner)

**Company Name on Floor Plan** Your company name and booth number printed on the much-used directory floor plan.

**Shaded Listing** Your shaded listing will stand out from its neighbors in the Expo Directory

Booth #000  
 ABC Company  
 1234 Street  
 Your Town, USA 00000  
 XXXXXXXXXXXXXXXXXXXX

**Company Logo** Include your company logo (b/w) with your directory listing to heighten your exposure and name recognition

Booth #000  
 ABC Company   
 1234 Street  
 Your Town, USA 00000  
 XXXXXXXXXXXXXXXXXXXX

**New Product Information** Gain maximum exposure by promoting your New Product in the special New Product Introduction Section of the directory. You will receive:

- ✓ B/W photo of product
- ✓ Company name
- ✓ Booth number
- ✓ Product name
- ✓ Product description (150 letters or less)

**PRODUCT PHOTO**

**ABC Company**  
**Booth #000**  
**Name of Product**

150 letter product description

**Show Special** **FREE!** Promote your show only pricing/offers in the special Show Special Section of the Expo Directory.

**Booth #000**  
**ABC Company**  
 1234 Street  
 Your Town, USA 00000

150 letter show special description

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**CREDIT CARD AUTHORIZATION FORM**

TODAY'S DATE: \_\_\_\_\_

AMOUNT OWED: \_\_\_\_\_

NAME OF COMPANY: \_\_\_\_\_

NAME ON CREDIT CARD: \_\_\_\_\_

Important!

**BILLING ADDRESS and  
POSTAL CODE OF  
CREDIT CARD**

\_\_\_\_\_  
\_\_\_\_\_

CREDIT CARD TYPE \_\_\_\_\_

VISA NO: \_\_\_\_\_

MASTERCARD NO: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

SIGNATURE OF CARDHOLDER: \_\_\_\_\_

**I, the undersigned, fully accept all charges on the above named credit card and consider this form to be legal and binding.**

**\*Please Note:** Credit card payments will **NOT** be processed **UNLESS** the **BILLING ADDRESS AND POSTAL CODE FOR THE CREDIT CARD** is supplied.

Fax form to: W. T. Glasgow, Inc. – 708.226.1310

PAYMENT MUST BE INCLUDED WITH ORDER  
MATERIAL DEADLINE: FRIDAY, FEBRUARY 5, 2010