

July 17—19, 2007
Javits Convention Center
New York City



SHOW DIRECTORY ADVERTISING FORM

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Country _____

Phone _____ Fax _____

E-mail* _____

*By providing your fax number and/or e-mail address you are consenting to receive communications from Messe Frankfurt, Inc. and its affiliates via these media.

Fax completed order form to
+1.770.984.8023 or mail to:

Messe Frankfurt, Inc.
1600 Parkwood Cir.,
Suite 515
Atlanta, GA 30339
Attn: Diana Ludwig

**ALL MATERIALS
ARE DUE:**

June 1, 2007

		General Placement	Inside Front or Inside Back	Back Cover
Indicate ad type:				
Full Page	4 Color	☐ \$800	☐ \$1,400	☐ \$1,900
1/2 Page	4 Color	☐ \$500	----- Not Available -----	

Check payment type:

☐ Check Enclosed* ☐ MasterCard ☐ VISA ☐ American Express ☐ Wire Transfer**

*All checks should be made payable to Messe Frankfurt, Inc. Ref.—Texworld USA

Card No.: _____ Exp. Date _____/_____/_____

Cardholder (please print): _____

Address: _____

City/State/Zip: _____

Total Advertising Order: \$ _____

Authorized Signature _____

****Wire Transfer:**

INTERNATIONAL

Wachovia Bank, Atlanta, GA. USA Swift "PNBPUS 33CHA"
Routing number 053000219.
Messe Frankfurt, Inc. Acct# 2000187524630

DOMESTIC

Wachovia Bank, Atlanta, GA. USA Swift "PNBPUS 33"
ABA number 061000227
Messe Frankfurt, Inc. Acct# 2000187524630

Note: Exhibitor incurs cost of wire transfer

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Double Your Exposure by Advertising

Ultimately, every trade show is all about exposure. You'll get your typical listing in the Show Directory, but so will every other exhibiting company. Wouldn't it be nice to stand out in the sea of listings?

Advertising in the Show Directory is an extremely effective way to make an impact with the buyers at the show and get them into your booth. Additionally, the Show Directory becomes a year-round reference guide to all those buyers who attended the show. We encourage you to take advantage of the advertising opportunities available to you in the Official Show Directory. Make an impact that will last throughout the year!

RATES:

Full Page	4 Color	\$ 800
1/2 Page	4 Color	\$ 500
Inside Front/Back Covers (Left / Right):		\$1,400
Back Cover		\$1,900

MECHANICAL REQUIREMENTS:

Full Page

Ad Size	5" x 8"
Trim Size:	5.5" x 8.5"
Bleed Ad Size:	5.75" x 8.75"

1/2 Page

Ad Size	5.5" x 4"
Trim Size:	5.5" x 4.25"
Bleed Ad Size:	5.75" x 4.375"

Digital files should be submitted on CD in MAC platform. Artwork is accepted in Adobe InDesign, QuarkXpress, version 4.0 or earlier. Include all support files in CMYK mode, 300 dpi or greater. Vector based art should be in Adobe Illustrator EPS format, version 9.0 or earlier. Please include all fonts; no true type fonts accepted. Include a color digital proof or match print, no film please.

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