

October 23 – 25, 2007
Tuesday – Thursday
Expo Guadalajara

Advertising & Sponsorship Opportunities

Show Directory & Buyer's Guide Advertising:

The *only* supplier guide published for the electronics, assembly & quality control industries in Mexico

- Full page B/W US\$525
- Center Spread US\$900
- 1/2 page B/W US\$295
- 2nd color add US\$155
- 4-color add US\$330
- Back Cover, Special Position add US\$750

B/W logo w/alpha listing

- provided on diskette (tiff file) N/C

Sponsorship Opportunities:

Industry Reception, Tues. Oct. 23 @ Expo Guadalajara (Four sponsorship positions available, US\$4,000)
Merchandise - badge chains, conference note pads, tote bags
Conference session sponsorship; Conferee's lunch tickets (*Call for details*)

Advertising mechanicals, terms, and conditions:

Trim Size: 5½" W x 8½" H, **Bleed size:** 5¾" W x 8¾" H, **Full page ad, live area:** 4¾" W x 7½" H, **Half-page ad, live area:** 4¾" W x 3¾" H

Binding: Saddle stitch

Digital materials requirements: Document should be created to the trim size (plus bleeds) or live area. Adobe PDF high resolution format is preferred. Images must be 300 dpi and in CMYK color mode. A laser printout or digital proof of the ad is REQUIRED. High resolution (300 ppi) TIFF and JPG formats are also acceptable. Save the file at 300 dpi at 100% of use size and in CMYK color mode.

Ad reservation deadline: August 24, **Ad materials deadline:** September 7

Payment Terms: Net 30 from invoice date, non-commissionable

Eligible Advertisers: Exhibitors only

Insertion Order

Please reserve directory advertising / logo listing as indicated above. If second color is selected, indicate preference (CMYK process color only) here _____

Name _____

Co. _____

Street _____

City _____

State _____ Zip/PC _____

Country _____

Telephone _____

Signature _____

Ad reservation; Return this form by Aug. 24 to:

ROC Exhibitions
1963 University Lane
Lisle, IL 60532
USA
FAX: +1-630-241-4375
Tel: +1-630-271-8234

Ad materials shipping instructions:

Files smaller than 4Mb may be sent by email to
production@trisectdesign.com

Larger files should be saved to CD and sent to:

Trisect Design, Inc.
2651 Gardner Road
Broadview, IL 60155
USA
Phone: +1-708-865-2537

[Please photocopy this form for your records.]