

Exhibits Directory Advertising Rate Sheet

Get Your Message Across to Hundreds of Industry Professionals!

Don't miss the chance to enhance your expo participation by advertising in the *2010 CLOSETS & HOME ORGANIZATION CONFERENCE & EXPO™ Final Program & Exhibits Directory*. Attendees will reference the directory throughout their stay in Long Beach, and it also serves as a valuable reference tool for these powerful buyers long after the show has ended. The *Final Program & Exhibits Directory* is distributed to all registrants. Anticipated circulation is 2,500.

Full-page color advertising opportunities are also available for the *Preliminary Program*. Mailed in advance of the Conference, anticipated circulation for the *Preliminary Program* is 25,000.

Note: **Payments must accompany orders to secure advertising placement.**

Preliminary Program Space Ad Reservation Deadline: November 30, 2009, Artwork Due: December 4, 2009
Final Program Space Ad Reservation Deadline: January 8, 2010, Artwork Due: January 15, 2010

Advertise in both the *Preliminary Program AND the Final Program & Exhibits Directory*: receive 10% off both ads!

Display Advertising

All display advertising is arranged in advance through the CLOSETS Sales Office (Hall-Erickson.) All advertising copy submitted is subject to the approval of Vance Publishing, as the publisher of the *Final Program & Exhibits Directory*. Vance Publishing reserves the right to reject any advertising. Advertisers who do not supply artwork by:

- Preliminary Program: November 30, 2009
- Final Program: January 8, 2010

forfeit their space and will not receive a refund.

Cover Wrap

Cover wrap advertising is available for the Final Program. Call for pricing. Production specs to be sent under separate cover. Contact Rich Widick or Matt Powell if you are interested in the cover wrap.

Ordering Instructions

Complete form on back or send an insertion letter to:
Rich Widick or Matt Powell, Hall-Erickson, Inc.
98 E. Chicago Ave., Ste. 201
Westmont, IL 60559
630-434-7779, fax: 630-434-1216
CLOSETS@heexpo.com

Prices, offers and opportunities subject to change.

Cancellations are not accepted after the closing date for space reservations. Special positions may not be cancelled.

Closing Dates

The closing date for space reservations is:

- Preliminary Program: November 30, 2009
- Final Program: January 8, 2010

Print-ready art is due by:

- Preliminary Program: December 4, 2009
- Final Program: January 15, 2010

Advertisers who do not supply artwork by these dates forfeit their space and will not receive a refund.

Preliminary Program (all ads are 4-color)

Size	Width x Depth	Net rate
Full page	4 ¾" x 7 ¾"	\$1,500

Final Program Ad Rates (All Ads are 4-color)

Ad (4-color)	Width x Depth	Net rate
Inside front cover	4 ¾" x 7 ¾"	\$1,950
Inside back cover	4 ¾" x 7 ¾"	\$1,725
Back cover	4 ¾" x 7 ¾"	\$2,300
Full page	4 ¾" x 7 ¾"	\$ 975
1/2 page (h)	4 ¾" w x 3 ¾" h	\$ 525

Advertise in both the *Preliminary Program AND the Final Program & Exhibits Directory*: receive 10% off both ads!

Bleeds

Bleeds are available at no extra charge.

Please Note: Special positioning requests will be noted but cannot be guaranteed without a 25% premium. Special positions cannot be cancelled.

2010 Closets & Home Organization Conference & Expo™ Ad Space Reservation Form

Preliminary Program Space Ad Reservation Deadline: November 30 2009, Artwork Due: December 4, 2009
Final Program Space Ad Reservation Deadline: January 8, 2010, Artwork Due: January 15, 2010

Firm Name: _____ Booth # _____

Contact Person: _____

Phone: _____

Fax: _____

Email: _____

Address: _____

City: _____

State: _____ Zip: _____

Advertise in both the Preliminary Program AND the Final Program & Exhibits Directory: receive 10% off both ads!

Preliminary Program Advertiser: All ads are full-page color ads.

_____ full page - \$ 1,500 _____

Less 10% discount for advertising in both _____

Total \$: _____

Final Program Advertiser:

# of ads	Ad (all ads are 4-color)	Net rate
_____	inside front cover	\$1,950
_____	inside back cover	\$1,725
_____	back cover	\$2,300
_____	full page	\$ 975
_____	1/2 page horizontal	\$ 525

Less 10% discount for advertising in both \$ _____

Total \$: _____

Cancellations: Cancellations of space reservations are not accepted after the closing date of November 30, 2009 for the Preliminary Program and January 8, 2010 for the Final Program & Exhibits Directory. **Special positions may not be cancelled.**

Make check payable to: CLOSETS Expo
Payments must accompany orders to secure advertising placement. Send payment to:
 CLOSETS Expo, Hall-Erickson, Inc.
 98 E. Chicago Ave., Ste. 201, Westmont, IL 60559

REPRODUCTION REQUIREMENTS

Proofs: One proof must accompany advertising material as well as the name of a contact person and phone number. Color proofs required for color advertising. Furnished proofs are considered final unless otherwise indicated.

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

Page Layout: Quark Xpress 6.xx or earlier, please include a hard copy. Provide files created to the page size plus a minimum 1/8" bleed on all sides. Keep live matter 3/8" from trim edges. Crop marks and SWOP color bars must be included. Reverse type should be no less than 6 pt.

Preferred Materials: CD-ROM or Email, Mac or PC Format. Design software recommended is: Quark Xpress, Illustrator, Photoshop. Mac preferred but Windows files are also accepted. Ads created in word processing programs are NOT usable.

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.

Please forward art files to:

Fred Champagne, CLOSETS@heexpo.com
 Hall-Erickson, Inc.
 98 E. Chicago Ave., Ste. 201
 Westmont, IL 60559

Deadline for art files:

- Preliminary Program: November 30, 2009
- Final Program: January 15, 2010

No ads will be accepted past these deadline dates.

Special Requests

Please Note: Special positioning requests will be noted but cannot be guaranteed without a 25% premium. Special positions cannot be cancelled.

Copy Regulations

All advertising is subject to publisher's approval. Publisher reserves the right to reject advertising.

Questions?

Contact Rich Widick or Matt Powell
 Hall-Erickson, Inc.,
 630-434-7779, Fax: 630-434-1216,
 e-mail: CLOSETS@heexpo.com