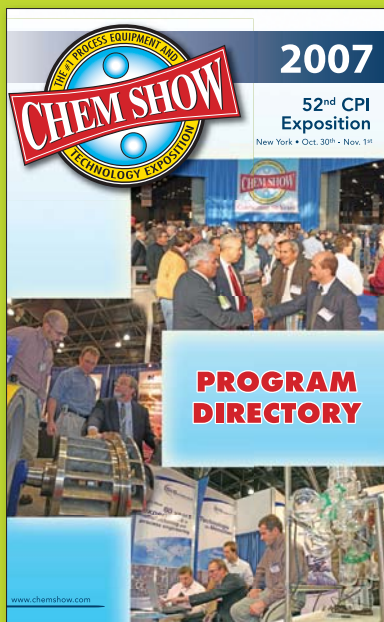


Directory advertising:  
The proven method for  
**maximum  
visibility**



Reach a targeted audience of more than 7,000 attendees at the largest chemical process industries event of the year by advertising in the official *Chem Show Program Directory*.

# Official Chem Show Program Directory

Dear Chem Show exhibitor:

The Chem Show continuously strives to provide a central marketplace that is conducive to the sharing of professional industry information between manufacturers, distributors and buying executives of the process industries.

However, buying a booth at the 2009 Chem Show is not the only way you can build strong ties in our industry. As an exhibitor, you also have the opportunity to advertise in the official publication at the Chem Show — the 2009 Program Directory.

Ascend Media will again be our official and exclusive publisher for the 2009 *Chem Show Program Directory*. A sales manager from Ascend will be contacting you within the next several weeks to offer your company another opportunity to advertise at this year's event. We know you have invested a lot of time and money into your business, and we would like to make available to you a variety of options that will increase your company's visibility throughout the course of the 2009 Chem Show and beyond.

If you have any questions regarding the advertising opportunities offered in the 2009 *Chem Show Program Directory*, please do not hesitate to call Tim McCormack at Ascend Media. Tim can be reached at (913) 344-1367. You may also e-mail an inquiry to [tmccormack@ascendmedia.com](mailto:tmccormack@ascendmedia.com).

Thank you, and we look forward to seeing you in New York City!

Sincerely,



Clay Stevens  
President,  
International Exposition Company

Available to attendees at registration and throughout the convention center, the official *Chem Show Program Directory* will boost your company's visibility as they use the directory to navigate this premier CPI event.

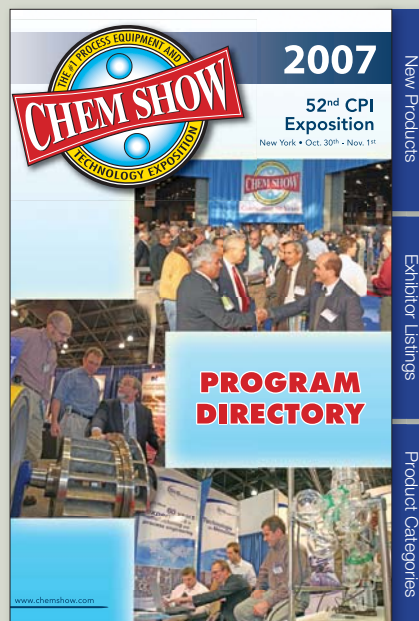
- **Broaden your visibility among thousands of attendees:** Nearly 80% of survey respondents said meeting with suppliers was a major reason they attend shows.\*
- **Reach qualified and influential decision-makers involved in purchasing new products:** Nearly 60% of respondents said they wanted to see products they don't yet know about.\*
- **Gain repeat exposure** as key decision-makers refer to this comprehensive directory again and again at the Chem Show and throughout the year.

\*2007 Chem Show survey

## Deadlines

**Space reservation due: September 14, 2009**

**Materials due: September 23, 2009**



“

We are pleased by the turnout and glad we chose to exhibit at the Show. Showing a new technology off like we are, we need to be in front of a diverse crowd. The CHEM SHOW provides us with that quality we desire.

”

— Josh Yarrington  
Sales Engineer  
Resodyn Acoustic

Tabbed  
Dividers

Contact Tim McCormack to reserve your preferred placement





**Advertising information**

Size	Dimensions (width x height)	Black and white	Four-color
<b>Premium options</b>			
Inside Front Cover			\$2,670
First Right Page/Page 1			\$2,670
Bookmark			\$2,670
Tabbed Divider (one side)			\$2,500
Official Floor Plan			\$2,500
Opposite TOC			\$2,380
<b>Standard options</b>			
Full-Page Spread			
Bleed	10-3/4" x 8-3/4"		\$3,430
Trim	10-1/2" x 8-1/2"		
Safety/Live area	10" x 8"		
Non-bleed ad	9-1/2" x 7-1/2"		
Full Page			
Bleed	5-1/2" x 8-3/4"		\$1,905
Trim	5-1/4" x 8-1/2"		
Safety/Live area	4-3/4" x 8"		
Non-bleed ad	4-1/4" x 7"		
1/2 Page	4-3/4" x 3-1/2"		\$1,335
1/4 Page	2" x 3-1/2"		\$760
<b>Other options</b>			
Product Category Ad	2" x 2"	\$550	
Enhanced Listing with Logo	up to 1-3/4" x 1"	\$375	
New Product Flag	1/2" x 1/2"	\$200	

**Chem Show Program Directory ad sizes and dimensions (width x height)**

Send insertion orders and correspondence to:  
Tim McCormack  
Ascend Media, LLC  
Attn: Chem Show Program Directory  
7015 College Blvd., Suite 600  
Overland Park, KS 66211  
(913) 344-1367  
Fax (913) 344-1417  
tmccormack@ascendmedia.com

**Deadlines**

**Space reservation due:  
September 14, 2009**

**Materials due:  
September 23, 2009**

**Publication size:**

5-1/4" x 8-1/2" (trim)

**Trim:** Final page dimensions.

**Bleed:** Size required for an ad to bleed off the edges of a page. (1/8" past trim)

**Safety/Live Area:** All text and graphics not intended to bleed. (1/4" from trim)

**Covers and Full Page**

**Bleed** 5-1/2" x 8-3/4"

**Trim** 5-1/4" x 8-1/2"

**Safety/Live Area**

4-3/4" x 8"

**Non-Bleed Ad**

4-1/4" x 7"

**1/2 Page**

4-3/4" x 3-1/2"

(no bleed)

**1/4 Page**

2" x 3-1/2"

(no bleed)

**New Product Flag**

1/2" x 1/2"

(no bleed)

**Enhanced Listing with logo**

up to 1-3/4" x 1"

(Background box color to be determined.)

**Full-Page Spread**

**Bleed** 10-3/4" x 8-3/4"

**Trim** 10-1/2" x 8-1/2"

**Safety/Live Area** 10" x 8"

**Non-Bleed Ad** 9-1/2" x 7-1/2"

**Product Category Display Ad**

2" x 2"

(no bleed)

**Materials required for print products**

- PDF/X-1a files are required for all ads. View specifications at [www.swop.org](http://www.swop.org) or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

**Document setup**

- QuarkXPress or Adobe InDesign should be used for ad layouts. For information on creating a PDF/X-1a, visit [www.adobe.com](http://www.adobe.com).
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

**Product logos**

- Logos for Enhanced Listings should be submitted at 300 dpi at a minimum size of 2-1/4" x 1" in TIF, JPG or EPS format (vector EPS preferred).

**Unacceptable file types**

- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Media sales representative.

**Submitting digital files**

- Contact your Ascend Media representative for your upload instructions and unique login and password.

**Proofs**

- Contract proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP®-approved. View specifications online at [www.swop.org](http://www.swop.org). Without an accurate SWOP®-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

**Submitting required proofs**

Mail proofs to Ascend Media, LLC  
Attn: Chem Show Directory  
7015 College Blvd., Suite 600  
Overland Park, KS 66211  
(913) 469-1110

**Important notes**

- Only exhibitors may advertise.
- All advertising is subject to the approval of the Chem Show.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. No cancellations are accepted.
- No agency commission or cash discounts accepted.

**Please remit payments to:**

Ascend Media, LLC  
P.O. Box 414674  
Kansas City, MO 64141-4674



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