

SHOW DIRECTORY ADVERTISING CONTRACT

February 2012 Gift, Home, Jewelry & Resort Show

Space Reservation Deadline: December 1, 2011 Artwork Deadline: December 9, 2011

Permanent Showrooms Feb 23–28 / Temporary Exhibitors Feb 25–28

ADVERTISING RATES

Four-color page \$350
 Black-and-white page \$150
 Two-ink (black and red) page \$250
 Inside front cover (four-color) \$500
 Inside back cover (four-color) \$500

Multiple ad discounts apply: call for information and rates.

PRODUCTION CHARGES

Ad materials that do not meet our mechanical requirements may incur production charges. New ad production costs vary according to complexity of the ad. Cost of ad production will be quoted once materials are received.

FOR MANUFACTURERS PLACING ADS...

Are you a manufacturer with a rep in a Denver Mart permanent showroom? If so, after filling out this contract, please fax/send a copy to your Mart rep so they may sign below and forward their copy to us.

Questions? Contact Nina at nina@denvermart.com
 303/292-6278x5273 800/289-6278 x5273

RESERVE YOUR AD SPACE

Verbal requests for ads are not accepted. We cannot run an ad without a contract.

_____ Color ads @ \$350 each

_____ Two-ink ads @ \$250 each

_____ Black-and-white ads @ \$150 each

_____ Production charges as above

\$ _____ Total due with reservation

Manufacturer (if applicable) _____

Exhibitor name _____

Exhibitor signature _____

Contact name (print) _____

Contact phone _____

Contact email _____

HOW TO PLACE AN AD

If you ran an ad in the August 2011 Gift Show Directory, you'll find a copy of your previous ad attached to the back of this form. Please check one of the following options. **(If you do not check an option, your ad will run as it appeared as in our last edition.)**

_____ I want to run my ad exactly as it appeared in the attached previous ad.

_____ I want to run the attached previous ad with the changes indicated. (I understand production charges may apply.)

_____ I am sending you new artwork no later than **December 9, 2011.**

If you are a new advertiser, you can supply copy and sketch a layout in the space provided on the back of this form (production charges may apply). Or you can send us your artwork (see below).

MECHANICAL REQUIREMENTS

All four-color, two-ink, and black-and-white ads — The show directory is a web publication, 150 line screen. Your ad must be in CMYK format. There is no extra charge for bleeds. **PAGE TRIM SIZE IS 5.25" x 8.25"** Allow 1/8" all sides for bleed (see reverse page).

Ads submitted in PMS colors or RGB will be subject to an additional charge for converting to CMYK.

Artwork for ads must meet the following specifications to avoid additional charges. Your options are to provide:

A. PREFERRED FILE FORMATS: PDF CMYK SAVED FOR PRESS, or JPGS saved at Hi-Resolution (288-300 DPI).

B. SENDING FILES TO MART FTP: (for files over 6 MB)

1. Website: <http://dropbox.yousendit.com/TomGilboy406236>
(No Login, User name or Password is required.)
2. Enter your email
3. Browse and attach your image file or a Zipped/Compressed File
(To send multiple files, place image files in one folder, Zip/Compress the folder and upload the entire folder.)
4. Send

Files up to 6 MB may be emailed to nina@denvermart.com

You may also mail a CD with your Ad Materials to the Address below.

Submit completed contract and advertising materials to:
Denver Merchandise Mart Gift, Home, Jewelry & Resort Show

451 East 58th Ave. Suite 4270, Denver, CO 80216-8470

Attn: Nina Knef

303-292-6278 x 5273 | 800-289-6278 x 5273

FAX 303.297.8473

FAXING YOUR CONTRACT?

PLEASE BACK IT UP WITH A MAILED COPY. FAXES DON'T ALWAYS GO THROUGH.

DENVER GIFT, HOME, JEWELRY & RESORT SHOW ADVERTISING SPECIFICATIONS

PAGE TRIM SIZE

5.25 x 8.25 INCHES

ARTWORK SAFE ZONE

Keep Logos, Contact and Important Showroom Information
3/8 INCHES INSIDE PAGE TRIM SIZE,
so it does not get cut off!

FULL BLEED ADS

Create Artwork to 5.5" x 8.5" allowing for
1/8 INCH BLEED BEYOND PAGE TRIM SIZE.

NO BLEED ADS

Create Artwork to 5" x 8"
(Allow for 1/8 inch white space at all edges of ad.)

Questions? Email Nina Knef at nina@denvermart.com
800.289.6278x5273 | FAX 303.297.8473

Additional comments or special instructions:

Color Ad Reservations

Due to printing restrictions, there are a limited number of spaces available for color advertising. To ensure placement, please send your reservation by fax or mail as soon as possible. All reservations will be taken on a first-paid, first-serve basis.

Payment Policy/Contract

When signed and submitted with requisite payment by the exhibitor, and received and accepted by the Denver Merchandise Mart, this is a contract between the parties.

- Payment for the full amount of advertising must accompany the ad(s). We also accept Visa and MC.
- Questions in calculating costs should be sent to Nina Knef at nina@denvermart.com or call 303.292.6278 Ext. 5273.

General Information

- All ad changes made after the return of this form must be presented in writing.
- Four-color ads receive priority placement in the front advertising section. Two-color ads will be placed behind the four-color ads and will be printed with black and red text. Black and white ads are in the back of the advertising section.
- Ads will be placed in alphabetical order within the three ad sections.
- Should ads print in what the Denver Merchandise Mart agrees to be an unsatisfactory manner, even though the advertiser has met all mechanical requirements and specifications, all or part of the cost of the ad space will be credited to the exhibitor's account for use in future show directory advertising. The Denver Merchandise Mart shall have no further responsibility or liability.

PLEASE NOTE: You represent to us that you own and have the exclusive right to use all artwork and other materials you submit to us, and that any advertisement incorporating such artwork and materials is true and is not misleading, and that you have a reasonable basis to believe all representations contained therein. We have no duty to investigate the foregoing representations. We are entitled to rely, and will rely, on such representations in printing your advertisement. You retain, and WE DO NOT ASSUME, any and all liability for the content of your printed advertisements (including text, artwork, representations, illustrations, opinions and facts). YOU INDEMNIFY AND HOLD US HARMLESS against all claims, demands, actions, lawsuits, damages, settlements, costs, expenses and other liabilities (including, but not limited to, reasonable attorneys' fees and expenses) incurred by us arising out of or related to any misrepresentation made by you in this contract, any false or misleading advertisement, or any violation or infringement of the copyright, trademark, service mark, intellectual property, or other rights of any other person or entity.