



# EXHIBITS DIRECTORY ADVERTISING RATE SHEET

**Don't miss the chance to enhance your exhibit participation by advertising in the Exhibits Directory. Attendees reference the Exhibits Directory during the conference, and it also serves as a valuable reference tool for these industry experts long after the show has ended. The directory is distributed to all attendees in the registration area.**

*Here are a few statistics from the SC05 Attendee Survey:*

- 83% of SC attendees received the Exhibits Directory that was distributed on-site and 35% referred to the Directory between 3-5 times during SC|05.
- 36% of the attendees who received the Exhibits Directory plan to use it to contact exhibitors after the Conference.
- 45% indicated that an advertisement in the Exhibits Directory made them more likely to visit that exhibitor's booth at the show.

**Don't miss out on reaching this valuable audience! Advertising in the Exhibits Directory and increase traffic to your exhibit.**

Make check payable to: ACM/IEEE SC2006. Payments must be submitted immediately to secure advertising placement. Mail checks to: ACM/IEEE SC2006, 19 Mantua Rd., Mt. Royal, NJ, 08061.

**Note:** Payments must be submitted immediately to secure advertising placement.

Final Space Ad Reservation Deadline: September 8, 2006 Art Files Due: September 15, 2006

## Exhibits Directory - Circulation

The SC06 Exhibits Directory is distributed to all registrants. Anticipated circulation is 9,000+.

## Display Advertising

All display advertising is arranged in advance through the SC06 Sales Office (Hall-Erickson.) All advertising copy submitted is subject to the approval of SC06, as the publisher of the *SC06 Exhibits Directory*. SC06 reserves the right to reject any advertising. Advertisers who do not supply artwork by September 15, 2006 forfeit their space and will not receive a refund.

## Ordering Instructions

Complete form on back or send an insertion letter to:  
Rory Bolen, Hall-Erickson, Inc.  
98 E. Naperville Rd., Ste. 201  
Westmont, IL 60559  
630-434-7779, fax: 630-434-1216  
[sc@heexpo.com](mailto:sc@heexpo.com)

## Closing Dates

The closing date for space reservations is September 8, 2006. Artwork is due September 15, 2006.

**Advertisers who do not supply artwork by September 15, 2006 forfeit their space and will not receive a refund.**

## Advertisement Size

Page size: 5 1/2" x 8 1/2" Live Area: 4 3/4" x 7 3/4"

## PMS Color

PMS 542 Blue

## Investment:

2-color Inside front cover:	\$3,000
2-color Inside back cover:	\$3,000
Full Page Inside, Black & White:	\$1,500
Full Page Inside, Black + PMS 542 Blue:	\$1,950

## Bleeds:

Bleeds are available at no extra charge.

Special Position Request additional 25%

# SC06 EXHIBITS DIRECTORY AD SPACE RESERVATION FORM

**Note:** Payments must be submitted immediately to secure advertising placement.

**Final Space Ad Reservation Deadline:** September 8, 2006

**Artwork Due:** September 15, 2006

Exhibiting Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Advertiser:

### # of ads Ad size & rate

\_\_\_\_\_ 2-color inside front cover \_\_\_\_\_

\_\_\_\_\_ 2-color inside back cover \_\_\_\_\_

\_\_\_\_\_ full-page inside, B&W \_\_\_\_\_

\_\_\_\_\_ full-page inside, Black + PMS 542 Blue \_\_\_\_\_

\_\_\_\_\_ Special position - \$ \_\_\_\_\_

Total \$: \_\_\_\_\_

## Cancellations

Cancellations of space reservations are not accepted after the closing date of September 8, 2006 for the SC06 *Exhibits Directory*.

**Inside cover positions may not be cancelled.**

**Make check payable to:** ACM/IEEE SC2006

### **Mail checks to:**

ACM/IEEE SC06, 19 Mantua Rd.,  
Mt. Royal, NJ, 08061

### **Mail ad space reservation form to:**

SC06 Exhibits Management, Hall-Erickson, Inc.,  
98 E. Naperville Road, Suite 201,  
Westmont, IL 60559-1559 USA

**Wire funds to:** The Bank, 200 Bridgeton Pike

Mantua, NJ, 08051

ACM/IEEE SC2006 Account #1200042387

ABA# 031207636

## REPRODUCTION REQUIREMENTS

**Proofs:** One proof must accompany advertising material as well as the name of a contact person and phone number. Match prints or Cromalin 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 by September 15, 2006 to:**

Karen Carter Neuharth, sc@heiexpo.com

Hall-Erickson, Inc.

98 E. Naperville Rd., Ste. 201

Westmont, IL 60559

**Deadline for art files:** September 15, 2006. **No ads will be accepted past September 15, 2006.**

### **Special Requests**

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

### **Copy Regulations**

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

### **Questions?**

Contact Rory Bolen,

Hall-Erickson, Inc.,

630-434-7779, Fax: 630-434-1216,

e-mail: sc@heiexpo.com.