



# INSERTION ORDER FORM

## Print & Web Advertising

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event  
 November 14-17, 2011 | McCormick Place | Chicago, Illinois USA

### Exhibitor Information

PO# \_\_\_\_\_ Booth # \_\_\_\_\_

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Country (if other than U.S.) \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Email \_\_\_\_\_

### Bill To Agency (if different from exhibitor)

PO# \_\_\_\_\_

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Country (if other than U.S.) \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Email \_\_\_\_\_

**Place your 2011 Advertising order by 7/29/2011 to receive Early Bird package discount.**

- Platinum Advertising Package** – Purchase five (5) advertising products and receive 12.5% off net rates.
- Gold Advertising Package** – Purchase four (4) advertising products and receive 10% off net rates.

- Silver Advertising Package** – Purchase three (3) advertising products and receive 8.5% off net rates.
- Bronze Advertising Package** – Purchase two (2) advertising products and receive 5% off net rates.

#### **Directory Ad** (Order & Material Deadline: 9/23/11)

Size: \_\_\_\_\_ OR Premium Position: (indicate below)

Base cost (B/W) ..... \$ \_\_\_\_\_

+ Color:  2 color  4 color ..... \$ \_\_\_\_\_

Premium Positions (Color Only) ..... \$ \_\_\_\_\_

Inside Front Cover  Back Cover  Page 3

Inside Back Cover  Tab Dividers (8 available)

-15% Agency Commission or in-house agency discount ..... \$ \_\_\_\_\_

**Total \$** \_\_\_\_\_

#### **Education Program Brochure Ad** (Order & Material Deadline: 6/17/11)

Size: \_\_\_\_\_

Base cost (B/W) ..... \$ \_\_\_\_\_

+ Color:  2 color  4 color ..... \$ \_\_\_\_\_

-15% Agency Commission or in-house agency discount ..... \$ \_\_\_\_\_

**Total \$** \_\_\_\_\_

#### **Trade Show Map** (Order & Material Deadline: 8/26/11) .. **Total \$** \_\_\_\_\_

#### **Show Daily Ad** (Order & Material Deadline: 9/23/11)

Size: \_\_\_\_\_ OR Premium Position: (indicate below) \$ \_\_\_\_\_

Premium Positions ..... \$ \_\_\_\_\_

Front Cover Bottom  Back Cover  Inside Back Cover

Inside Front Cover  Page 3

-15% Agency Commission or in-house agency discount ..... \$ \_\_\_\_\_

**Total \$** \_\_\_\_\_

#### **Floor Logo's, two (2)** (Order & Material Deadline: 9/23/11) . **Total \$** \_\_\_\_\_

#### **Enhanced Listing in Print Directory & Web...** **Total \$** \_\_\_\_\_

(Order & Material Deadline: 9/23/11)  Classic  Premium  Ultra

#### **Web Banner Ads** (Order & Material Deadline: 9/23/11) . **Total \$** \_\_\_\_\_

Home Page  Floor Plan  Registration Page  Hotel Page

#### **Other** \_\_\_\_\_ . **Total \$** \_\_\_\_\_

## RETURN COMPLETED FORM TO SALES

\*See reverse side for details of ad sizes, enhanced listing levels, and rates. Refer to enclosed guidelines for submitting artwork.

**TOTAL NET COST** ..... \$ \_\_\_\_\_

**Less Priority Package Discount (if applicable)** ..... \$ \_\_\_\_\_

**FINAL COST** ..... \$ \_\_\_\_\_

### SALES CONTACTS:

**Forming, Fabricating, Tube Exhibitors (A-L)**  
 Michael Scott  
 Michaels@mfafabtech.com  
 (800) 432-2832 ext. 271  
 Fax: (815) 484-7746

**Forming, Fabricating, Tube Exhibitors (M-Z)**  
 Jackie McBain  
 Jackiem@mfafabtech.com  
 (800) 432-2832 ext. 270  
 Fax: (815) 484-7773

**Welding Exhibitors**  
 Rob Saltzstein, salty@aws.org  
 (800) 443-9353 ext. 243  
 Fax: (305) 443-7559

**Metalform Exhibitors**  
 Andy Flando  
 aflando@pma.org  
 (216) 901-8800 ext. 126  
 Fax: (216) 901-9190

**Finishing Exhibitors**  
 Andy Goyer  
 andy@goyermgt.com  
 (941) 373-1830  
 Fax: (941)-373-1828

### Authorization

Name (please print) \_\_\_\_\_

Title/Position \_\_\_\_\_

Signature: (required) \_\_\_\_\_ Date \_\_\_\_\_

Co-Sponsors





# INSERTION ORDER FORM

## Print & Web Advertising Rates

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event  
 November 14-17, 2011 | McCormick Place | Chicago, Illinois USA

### 1. Official Directory Advertising (Order & Material Deadline: 9/23/11)

Indicate Ad Size	Ad Rate	Mechanical Specifications	Color Charges
Standard B/W	\$3,450	Trim: 8 1/4" x 10 3/4", Live: 7 3/4 x 10 3/8, Bleed: 8 1/2" x 11"	4 color process \$900
2/3 B/W	\$2,750	4 5/8" x 10"	2 color process* \$400
1/2 Horizontal B/W	\$2,050	7" x 4 7/8"	* For 2-color ads, 2nd color will be 4-color process tint matched only.
1/2 Vertical B/W	\$2,050	4 5/8" x 7 1/4"	Black + 2nd color.
1/3 Horizontal B/W	\$1,790	4 5/8" x 4 7/8"	
1/3 Vertical B/W	\$1,790	2 3/16" x 10"	
1/4 B/W	\$ 990	3 3/8" x 4 7/8"	

#### Premium Positions (Color Only)

Inside Front Cover (standard); Back Cover (standard); Inside Back Cover (standard); Page 3 (standard); Tab Dividers (standard) (8 available) - each option \$4,872

### 2. Show Daily Advertising (Order & Material Deadline: 9/23/11)

Indicate Ad Size	Ad Rate	Mechanical Specifications
Tabloid, 4-color	\$3,000	10 1/2" x 13 3/8" (Bleed: 10 3/4" x 13 7/8")
Standard, 4-color	\$2,000	7 1/8" x 10 1/8" (Bleed: 7 7/8" x 10 7/8")
1/2 Vertical, 4-color	\$1,500	4 5/8" x 7 1/4"
1/2 Horizontal, 4-color	\$1,500	7" x 4 7/8"
1/4, 4-color	\$ 900	3 3/8" x 4 7/8"

#### Premium Positions (Color Only)

Front Cover Bottom (Live 9-1/2 x 2-1/4; Bleed 10-5/8 x 2-3/4) \$3,900; Page #3 (2/3 page) \$3,900; Inside Back Cover (tabloid) \$4,650  
 Inside Front Cover (tabloid) \$4,650; Back Cover (tabloid) \$4,900

### 3. Trade Show Map Advertising (Order & Material Deadline: 8/26/11)

Size/location	Rate
Business card size ad (3.4" W x 1.5" H) with arrow pointing to location on floor plan. (Limited number available)	\$1,995
Exclusive back cover sponsor	\$4,995

### 4. Floor Logo (Order & Material Deadline: 9/23/11)

Size/location	Rate
Two (2) 3x6 carpet overlays, exact logo placement to be determined by Show Management.	\$2,000

### 5. Enhanced Listings (Order & Material Deadline: 9/23/11)

**Classic: Cost \$500** Web: company logo, company profile, product listings, featured exhibitor "icon" on search results, booth "turn-up" on floor plan, leads from agenda planner. Print: company logo and enhanced company name in *Official Show Directory*.

**Premium: Cost \$750** All of the Classic listed above plus two (2) customizable interactive panels that include graphics and text.

**Ultra: Cost \$1,700** All of the Classic listing above plus four (4) customizable interactive panels, two can be video/multimedia.

### 6. Web Ads (Order & Material Deadline: 9/23/11)

Locations	Rate
<b>Home Page:</b> 120 w x 240 h pixel banner ad, rotating. Four (4) positions available. <i>Premium:</i> does not rotate with other ads.	\$1,500 \$2,500
<b>Registration Page:</b> 355 w x 90 h pixel banner ad, locked position. (top left or top right)	\$2,500
<b>Hotel Page:</b> 355 w x 90 h pixel banner ad, locked position. (top left or top right)	\$2,500
<b>Floor Plan:</b> 360 w x 45 h pixel banner ad, rotating. Two (2) positions available.	\$3,000

### 7. Education Program Brochure Advertising (Order & Material Deadline: 6/17/11)

Indicate Ad Size	Ad Rate	Mechanical Specifications	Color Charges
Full Page	\$4,150	(Live: 5 1/2" x 9 1/2", Bleed: 6 1/4" x 10")	4-color process \$1,295
1/2 Page	\$2,075	(5 1/2" x 4 1/2")	2-color process* \$ 550

\* For 2-color ads, 2nd color will be 4-color process tint matched only.

**Want to customize an advertising product or package to fit your company needs? Contact a sales representative to discuss.**