

Maximize Your NRA Show® Exposure with The Show Daily

SHOW Daily

RESTAURANT HOSPITALITY FoodManagement



The SHOW DAILY Advantage

- Guaranteed three-day distribution to 50+ Show-affiliated hotels, including in-room delivery
- Prominent distribution on NRA Show floor
- Only source of NRA show news "as it happens" for the past 20+ years
- Relevant editorial from the respected editors of RESTAURANT HOSPITALITY and FOOD MANAGEMENT magazines
- Genuine reader involvement
- Value-added extras to enhance brand exposure and drive sales, including:

Plus Pre-show exposure in RESTAURANT HOSPITALITY and FOOD MANAGEMENT'S eNewsletters reaching commercial and noncommercial buyers to help drive traffic to your website

Plus Post-show product coverage within RESTAURANT HOSPITALITY and FOOD MANAGEMENT magazines reaching approximately 150,677 commercial and noncommercial buyers

- Every full-page advertiser in the NRA SHOW DAILY qualifies for a 500-word company profile and daily product releases!
- Promote Your Product, Company and Booth
- Increase Your Booth Traffic and Create a NRA Show Presence



(SEE REVERSE SIDE FOR RATES, MECHANICAL SPECIFICATIONS AND SPACE RESERVATION FORM)

NRA 2010 Show Daily Information

May 22-24, 2010

Rates

4-Color Space	Page		Spread	
	SHOW DAILY Only Advertiser	RESTAURANT HOSPITALITY/ FOOD MANAGEMENT Advertiser	SHOW DAILY Only Advertiser	RESTAURANT HOSPITALITY/ FOOD MANAGEMENT Advertiser
Tabloid Page	\$12,600	\$11,720	\$16,765	\$15,590
1/2 Tabloid Page	\$ 7,310	\$ 6,800	\$10,080	\$ 9,375
Junior Page	\$ 7,820	\$ 7,275	\$10,785	\$10,030
1/2 Junior Page	\$ 5,865	\$ 5,455	NA	NA
1/3 Junior Page	\$ 4,165	\$ 3,875	NA	NA
1/4 Junior Page	\$ 3,315	\$ 3,085	NA	NA
1/4 Tabloid Page Ad Grouping (4 per Page)	\$ 2,950	\$ 2,745	NA	NA
Supplied Inserts				
2 Page	\$ 7,565	\$ 7,035	NA	NA
4 Page	\$11,730	\$10,910	NA	NA
BRC (6" x 4 1/4")	\$ 4,080	\$ 3,795	NA	NA

Mechanical Costs (Per Day):

Bind-In (Per Day)	\$1,000 Net
Tip-In (Per Day)	\$1,400 Net

Closing Dates:

Space: March 12, 2010 Materials: April 2, 2010

Additional Mechanical Specs:

- Keep live matter 3/8" from gutter and trim edges; face, foot, head trim: 1/8"
- Column width: page is five columns wide, each column is 1-7/8" (11 picas) wide
- Printing process and binding method: web offset, saddle stitch
- Color proof: SWOP approved color proof

Send Insertion Orders and Color Proof to:

Denise M. Walde, Sr. Production Mgr.
 Penton Media, Inc.
 9800 Metcalf Ave.
 Overland Park, KS 66212 USA
 Phone: (913) 967-1696; Fax: (913) 514-3815
 Email: denise.walde@penton.com

Dimensions for Display Ad Sizes:

Magazine Trim Size:	10-7/8" x 15"
Space Unit:	Width Depth
Tabloid Spread (Bleed)	22" x 15-1/4"
Tabloid Spread (Non-Bleed)	20" x 14"
Tabloid Page (Bleed)	11-1/8" x 15-1/4"
Tabloid Page (Non-Bleed)	10" x 14"
1/2 Tabloid Page (Bleed)	11-1/8" x 7-5/8"
1/2 Tabloid Page (Non-Bleed)	10" x 7"
Junior Page	8" x 11"
1/2 Horizontal Junior Page	7" x 4-7/8"
1/2 Island Junior Page	4-1/2" x 7-1/2"
1/3 Vertical Junior Page	2-1/8" x 10"
1/3 Square Junior Page	4-1/2" x 4-7/8"
1/4 Page Junior Page	3-3/8" x 4-7/8"

Shipping Instructions:

Send Show Daily Digital Files to:
www.PentonDigitalAds.com

Reserve Space Now!

Contact your regional director or Lynne McLaughlin at (216) 931-9461, fax (913) 514-6738 or email lynne.mclaughlin@penton.com.

Yes, I want my ad to appear in the NRA SHOW DAILY.

Ad Size: Shape: _____ Color/B&W: _____

Repeat my ad from last year Materials Attached

Company/Agency Name/Exhibitor: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Print Name: _____ Signature/Date: _____