

ADVERTISING BOOK

COMPANY NAME: _____

NAME: _____

ADDRESS: _____ CITY _____ STATE _____ ZIP _____

BOOTH# _____ PHONE () _____ FAX () _____

EMAIL: _____



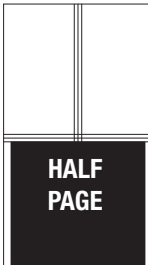
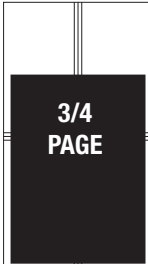
ATTENTION DEALERS AND PATRONS: We are happy to inform you that it is time once again to purchase your advertising page for the 2008 program book. This will increase your overall booth traffic and let the trade know where you are yearly, resulting in more sales.

A description of the most important aspect of your business is quite helpful in letting the trade know your product line.

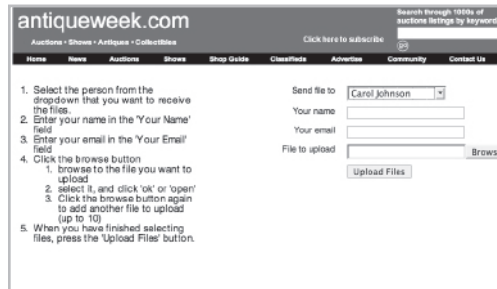
Ad art may be submitted in the following formats: Camera ready art/mechanicals, lasers or photos that may be scanned to digital format. **WE NO LONGER ACCEPT FILM/NEGS FOR PRINTING.** Art may also be submitted in digital form in Macintosh or PC format on zip or cd, preferably in the Quark program. Include all fonts and graphics used in ad. Also accepted are high res. JPG's, TIF's, EPS's and PDF files. All digital art must be accompanied with a positive proof laser or matchprint/color laser for color ads.

SENDING ARTWORK: Your ad material can be uploaded to our ftp site at www.antiqueweek.com/ftp. Click on Carol Johnson in first drop down box. Please include "PBMB" into file name (ex: PBMB_dmg.pdf)

We can do your ad design for you at a charge set by our art director. Each job is based on the individual request of the ads/requirements. Send us text, art and any photos you may want to include in your ad.



| RATES | FOUR COLOR |
|--|------------|
| Full page 5.25 x 8.25 (6.25 x 9.25 with bleed) | \$1,400.00 |
| Three quarters 5.25 x 6.25 | 950.00 |
| Half page 5.25 x 4 1/8 | 550.00 |
| Quarter page either 2 1/8 x 4 1/8 or 5.25 x 1 7/8 | 350.00 |
| Outside Back Cover (full page) | 1,900.00 |
| Inside Front Cover (full page) | 1,900.00 |
| Inside Back Cover (full page) | 1,900.00 |



AD SIZE _____ 4/C SIGNATURE _____

WE RESERVE THE RIGHT TO EXCLUDE ANY ADVERTISEMENT WHICH DOES NOT CONFORM TO THE STANDARDS OF THE PROGRAM. WE SHALL NOT BE LIABLE FOR FAILURE TO PUBLISH AN ADVERTISEMENT OR FOR ERRORS TO KEY NUMBERS INCLUDING BOOTH NUMBERS. IF YOUR BOOTH NUMBERS ARE CHANGED FOR ANY REASON AFTER SEPTEMBER 1, 2008, WE CANNOT BE LIABLE FOR YOUR CORRECT BOOTH NUMBER APPEARING IN THE PROGRAM.

FOR ADDITIONAL INFORMATION, PLEASE CALL TONYA TRICOMI AT: Phone 352-726-6665 Fax 352-860-0706 or Email: tonyatricomi@dmgworldmedia.com

ALL ORDERS/ADS MUST BE RECEIVED NO LATER THAN SEPTEMBER 10, 2008

PLEASE MAKE CHECKS PAYABLE TO: **dmg world media**

12330 Tamiami Trail, Suite 102, Naples, Florida 34113