



INTERNATIONAL
ESTHETICS, COSMETICS & SPA
CONFERENCE

FLORIDA

NOVEMBER 4-5, 2012 • BROWARD COUNTY CONVENTION CENTER • FORT LAUDERDALE, FLORIDA

Show Program Insertion Order

Promote Your Products and Company to Over 120,000 Industry Professionals. This is your opportunity to showcase your message before, during and after the conference in an attractive and memorable publication. Advertising in this publication is on a first-come, first-serve basis. Page assignments will be confirmed after full payment and insertion orders are received by Questex Media Group, LLC.

AUTHORIZATION / INSERTION ORDER:

We hereby authorize Questex Media Group, LLC, ("Publisher"), to insert our advertisement into the 2012 *International Esthetics, Cosmetics & Spa Conference, FLORIDA Show Program* according to the Terms and Conditions as stated herein:

Publisher reserves the right to change any of these specifications without notice. In particular, the Show Program may be under- or over-sized. Follow bleed and live matter guidelines closely so your ad is reproduced satisfactorily in the event a size change should occur. We agree to pay an additional \$200 if we do not follow these terms & conditions.

ADVERTISER: _____ BOOTH #: _____

SIGNATURE: _____ PHONE: _____ FAX: _____

TERMS AND CONDITIONS

DEADLINES: INSERTION ORDERS: June 29, 2012 AD MATERIALS DUE: July 6, 2012

INSERTION ORDERS: Insertion Orders must reach Questex Media Group no later than **June 19, 2012** to assure a spot in the program. **ALL artwork** must reach Questex Media Group no later than **June 26, 2012**. For questions regarding advertisement specifications contact Alyssa Harmon at 212.895.8233.

FINAL TRIM SIZE: 8" x 10 3/4"

BLEEDS: In addition to the above-listed ad sizes, add an additional 1/8" image to each bleeding edge.

LIVE MATTER: Keep all live matter 1/2" from final trim size: 7" x 9 3/4" maximum live-matter area.

GUTTER-JUMPS: Allow a registration tolerance of 3/8" between gutter-jumps (CROSSOVERS).

PRINTING PROCESS: Web offset. Perfect bound. Swop standards apply.

ELECTRONIC-MEDIA REQUIREMENTS: Digital Data is required for all ad submissions.

Questex requires Mac Formatted, High Resolution files of at least 300 dpi, made using CMYK colors, with fonts embedded. **Acceptable formats include PDF, TIFF, & EPS.** A SWOP-certified color proof **MUST** be forwarded with digital ad file. We cannot guarantee the accuracy of an ad supplied without a color proof and will not issue makegoods. **Ads supplied as native files are subject to a processing fee of \$150.**

AD SIZES:	WIDTH (in.)	HEIGHT (in.)	RATE
INSIDE BACK COVER (bleed*)	8	10 3/4	\$3,700
OUTSIDE BACK COVER (BLEED*)	8	10 3/4	\$4,800
CENTER SPREAD (bleed*)	16	10 3/4	\$5,500
FULL PAGE (bleed*)	8	10 3/4	\$3,050
FULL PAGE (non-bleed*)	7	9 3/4	\$3,050
DOUBLE-PAGE SPREAD (bleed*)	8	10 3/4 (x2)	\$5,500
HALF PAGE HORIZONTAL(non-bleed)	7	4 1/2	\$2,000
HALF PAGE VERTICAL (non-bleed)	3 1/4	9 1/2	\$2,000

FILM REQUIREMENTS: The IECSC Show Program is prepared "direct-to-plate." Film will be "copydot" scanned and converted to digital data. Degradation of your ad will likely occur using this process. We therefore recommend all advertisements are submitted using electronic media as described above. *If you are unable to submit your ad digitally, please contact publisher for further instructions.*

PROOFING: Your ad must be submitted with a high-resolution, digital contact proof (Digital Matchprint, KPG Approval, or equal) so we may evaluate the integrity and the color fidelity of your electronic file.

Soft proofs (.pdf, .jpg, .gif); low-resolution color proofs; B&W proofs; and tearsheets are unreliable for file-integrity and press-proofing purposes and shall not be relied upon. Advertisers who do not furnish an acceptable proof as described above, or who make alteration to the electronic file after proof has been generated, hereby agree to release, indemnify and hold Publisher harmless from any and all costs or damages that may arise from any errors or omissions that may occur throughout the production process. It is further agreed that Advertiser shall pay Publisher in full regardless of any errors or omissions.

Advertiser accepts reasonable color variation from submitted digital contract proof submitted by advertiser and live, web-printing conditions and Advertiser further accepts in-line color-conflict limitations. It is recommended that all proofs have GATF color bars. For black and white advertising, Advertiser must supply a velox proof.

RESOLUTION/LINE SCREENS: All images should be a minimum of 300dpi at 100% enlargement. Maximum 133 line screen.

MAXIMUM DENSITY: Total percentage of tone values should not exceed 280%. No more than one solid should be used.

RULES/LETTERING: Fine rules, lines and lettering should be restricted to one color to avoid register problems. Reversed, serif type of less than ten points should be avoided because it may plug. Reversed type must have sufficient undercolor spread to achieve and hold register.

COLOR ROTATION: Black (1st), Cyan (2nd), Magenta, (3rd), Yellow (4th)

SEND AD MATERIALS TO: AD MATERIAL MAY BE SUBMITTED VIA FTP SITE.

Alyssa Harmon
IECSC Florida
Questex Media Group, LLC
757 Third Avenue
New York, NY 10017

Host: ftp.questex.com
User ID: ftpquestex
Password: acc3ss

Please place ad in the IECSC FLORIDA folder and send an email to aharmon@questex.com when the file is uploaded.

aharmon@questex.com
P: 212.895.8233
F: 212.895.8209