

2012 Winter NAPE Advertising

SHOW GUIDE

Maximize your presence in THE publication of the world's largest prospect & property expo. The NAPE Show Guide is handed out to every NAPE attendee and is the ONLY place attendees can find printed contact information for exhibitors and the prospect and property listing.


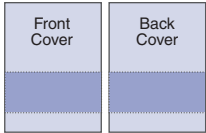




- **94%** of NAPE attendees use the Show Guide at the Expo
- **61%** of NAPE attendees continue to reference the Show Guide after the Expo, giving you year-round exposure in print



CONFERENCE PROGRAM

The full-color Conference Program, given to each conference attendee (more than 900 anticipated in attendance), is a great opportunity to reach NAPE participants in a more exclusive advertising setting. Special introductory advertising rates are available this year, and we expect the limited offerings to sell out.

Ad sizes are for the printed Show Guide and Conference Guide.

Ad Size	NEW: Wrap	Inside Full Page	Half Horizontal	Half Vertical	Quarter
					
Dimensions	17" x 4" <small>(1/8" bleed)</small>	7.25" x 9.75"	7.25" x 4.625"	3.625" x 9.5"	3.625" x 4.5"

MECHANICAL SPECIFICATIONS

All ads are full color, non-bleed *except* the wrap (17" x 4" with 1/8" bleed), inside cover, inside back cover and back cover ads which are full color, 8.5" x 11", 1/8" full bleed.

Preferred File Format: PDF/X-1a:2001

Alternate File Formats Accepted: Native Application Files (MAC ONLY) Adobe CS2-CS5 (Illustrator, InDesign, Photoshop) or Quark Express 8.1. PC USERS MUST PROVIDE HI RES PDF/X-1a, PRESS READY PDF or flat TIFF file at 300 dpi.

Image Requirements for Alternate File Formats: All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi. Image files should be CMYK and in .tif, .eps, or .jpg file format.

PLEASE NOTE:

- PDF files must contain only four-color process images (CMYK).
- NAPE can not be responsible for PDF files prepared incorrectly and additional charges may be incurred for additional file preparation. Please contact us if you are having difficulty with the format; we're happy to help.

THREE WAYS TO SUBMIT YOUR AD MATERIALS

Email Your Ad

For files under 10mb, send your ad to leannc@landman.org

Upload to our FTP site

Go to <ftp://ftp.02f512.com>
Username: aaplftpuser
Password: @approved1

Send physical materials to:

NAPE Expo
Attn: Traci Lee
4100 Fossil Creek Blvd
Ft. Worth, TX 76137

ALL AD MATERIALS MUST BE SUBMITTED BY January 20, 2012.

Winter NAPE 2012 Advertising Contract

The deadline for reserving ad space and submitting ad materials is January 13.

Advertising Company: _____

Contact Name: _____

Email: _____ Phone: _____

Address: _____

City/State/Zip: _____

Please Mark Your Choice:

Show Guide

		Through December 16*	December 17 - January 13	
Premium	<input type="checkbox"/>	NEW: Show Guide Wrap	\$10,000	\$12,500
	<input type="checkbox"/>	Inside Front or Outside Back Cover	\$5,000	\$7,500
	<input type="checkbox"/>	Inside Back Cover	\$3,750	\$5,000
	<input type="checkbox"/>	Opposite Front Cover, Table of Contents or Schedule of Events	\$3,000	\$4,000
	<input type="checkbox"/>	Tabs	\$4,000	\$5,000
Standard	<input type="checkbox"/>	Full Page	\$2,250	\$3,000
	<input type="checkbox"/>	Half Page	\$1,125	\$1,500
	<input type="checkbox"/>	Quarter Page	\$750	\$900

Conference Program

		Through December 16*	December 17 - January 13	
Premium	<input type="checkbox"/>	Inside Front or Outside Back Cover	\$1,875	\$2,500
	<input type="checkbox"/>	Inside Back Cover	\$1,125	\$1,500
	<input type="checkbox"/>	Opposite Agenda	\$940	\$1,250
	<input type="checkbox"/>	Full Page	\$675	\$900

* Contract and full payment must be received by December 16 to honor the discount price.

Four-color process included in all rates

Payment Information:

Total Due: \$ _____

Method of Payment: Check Mastercard Visa American Express

Card Number: _____ Exp. Date: _____

Card Holder Signature: _____

Please return this form and payment to reserve your spot:

NAPE Expo, 4100 Fossil Creek Blvd, Fort Worth, TX 76137