



Official Show Guide & Directory of Exhibiting Companies

Jointly presented by the European Business Aviation Association and NBAA, the European Business Aviation Convention & Exhibition (EBACE2012) is the flagship event for the business aviation community in Europe. EBACE2012 which will take place from May 17 to 19 – will draw participants not only from Europe, but also from Africa, Asia, the Middle East and North America.

Share your Company's message with more than 10,000 industry decision-makers from around the world by advertising in the *EBACE2012 Show Guide & Directory of Exhibiting Companies*, the only official on-site guide for this marketplace.

Distributed to EBACE Attendees with their credentials, the *Show Guide* includes pertinent information relative to Exhibits, Education Sessions, social gatherings, shuttle bus schedules and other happenings.

Advertising Opportunities Available:

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| • Four-color cover positions: | \$3,900 |
| • Four-color tab page: | \$3,700 |
| • Full-page, four-color run of book: | \$2,750 |
| • Full-page, black-and-white run of book: | \$1,900 |
| • Four-color belly band: | \$8,500 |

Insertion order deadline: April 1, 2012

Artwork deadline: April 8, 2012

Online Advertising Opportunities

EBACE2012 Show Guide advertisers also have an exclusive opportunity to purchase large, prominent display ads that will rotate on EBACE.aero, the official show web site. Each EBACE2012 display ad will receive a guaranteed minimum of 15,000 impressions/views.

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| • Web display ad: | \$750 |
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Mechanical Specifications

Full-page ad:

- Publication trim size: 4" x 9" (102 mm x 228 mm)
- Bleed page size: 4.254" x 9.25" (108 mm x 234 mm)
- Perfect binding (allow .125" on spine side for grind off)
- Area for live matter: 3.5" x 8.375" (89 mm x 213 mm)

For all print ads:

- All image files must have a resolution of at least 350 dpi, have all fonts embedded and be converted from RGB to CMYK. No PMS colors or spot varnish. Allow .375" on all sides for bleed and keep live matter to within .375" from final trim.
- Artwork must be supplied in press-quality digital format, with PDFs the preferred image file type. Other file types accepted are JPG, EPS, TIF, INDD and QXD. All linked art files and fonts must be included. Printer can accept CD-ROM or DVD disks.
- Color proofs must be supplied; printer is not responsible for matching color.

For web display ads:

- The vertical 240x400 pixel display ads must be GIF or JPG format with 40K maximum file size. Most rich media ads are accepted; ads may not feature sound or expand.

EBACE USA Contacts

Send inquiries/insertion orders to:

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Send artwork/payments to:

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Copy and Contract Regulations

Advertiser and/or advertiser's agency assume all liability for message content, including representation and illustrations, and also assume responsibility for any claims arising therefrom made against NBAA. NBAA reserves the right to reject any advertisement.

Billing Terms and Refunds

Advertisers will be billed after publication. Payment is due 30 days from receipt of invoice. NBAA will bill an advertising agency directly, only on the condition that the advertiser accepts dual responsibility for payment within 30 days of billing. In the case of prepayments, refunds will be given only for cancellations made prior to the insertion order deadline.