



FAX OR MAIL COMPLETED FORM WITH PAYMENT IN FULL TO:
 National Business Aviation Association, Inc.
 Attn: Kirby Konz
 1200 Eighteenth Street NW, Suite 400
 Washington, DC 20036-2527, U.S.A.
 Tel: (202) 478-7772; Fax: (202) 862-5552
 E-Mail: kkonz@nbaa.org

INSERTION ORDER DEADLINE: AUGUST 1, 2009
ARTWORK DEADLINE: AUGUST 15, 2009

ADVERTISING OPPORTUNITIES:

NBAA 62ND ANNUAL MEETING & CONVENTION SHOW GUIDE & DIRECTORY OF EXHIBITING COMPANIES

Distributed to each Attendee at the Convention with their credentials, the Show Guide includes pertinent information relative to Exhibits, Information Sessions, social gatherings, shuttle bus schedules and other events. The *Show Guide* is helpful in familiarizing Attendees with the happenings at the year's most important international business aviation event and offers a variety of advertising opportunities:

- Four-color cover position: \$ 5,800
- Four-color tab page: \$ 3,950
- Full-page, four-color, run of book: \$ 3,025
- Full-page, black-and-white, run of book: \$ 1,600

WEB BANNER ON NBAA2009 WEB SITE:

Directory advertisers have an exclusive opportunity to purchase banner advertising on the NBAA2009 web site in addition to their printed ads in the *Show Guide*.

- Web Banner: \$ 600

ADDITIONAL CHARGES:

Any additional typesetting or production work on mechanicals will be billed to the Advertiser. PMS colors, metallic colors and spot varnish charges will be billed to the Advertiser.

PAYMENTS, COMMISSIONS AND DISCOUNTS:

Advertisers will be billed after the publication has been distributed. Payment is due 30 days from receipt of invoice. An agency commission of 15% of the gross billing will be granted, provided payment is received within 30 days of invoice date. A 15% discount in the *NBAA2008 Show Guide & Directory of Exhibiting Companies* will be given to Advertisers who also reserved space in the *NBAA2008 Membership Directory*.

MECHANICAL SPECIFICATIONS:

Publication Trim Size: 4" x 9"; Bleed Page Size: 4 1/8" x 9 1/8"
 Perfect Binding (allow 1/8" on spine side for grind off)
 Area for Live Matter: 3 1/2" x 8 3/8"

PRINT SPECIFICATIONS AND ACCEPTED MEDIA:

Please allow 1/8" on all sides for bleed. Keep live matter to within 3/8" from final trim. Color proofs must be supplied or printer cannot be responsible for matching color. All colors used within your files should be built from process colors, CMYK (no spot or PMS colors). Press quality Adobe PDF files are the preferred image file type. All images must have a resolution of at least 350 dpi, must have all fonts embedded AND be converted from RGB to CMYK. Other file types accepted are tiff, eps, and jpeg. Layout files accepted are Adobe Illustrator, Adobe InDesign and QuarkXpress. Please include all linked art files and all fonts. Printer can accept CD-ROM or DVD disks. Printer cannot accept reflective copy or supplied film.

TABBED DIVIDER PAGES:

White coated card stock trimmed to 4" x 9" with fold-out tab extension

WEB BANNER SPECIFICATIONS:

Banner ads must be 240 X 400 (vertical) and a file size under 40K. NBAA accepts JPEG, GIF and most rich media ads. Ads may not feature sound or expand. NBAA reserves the right to reject any ad. Web Banners should be sent via e-mail to Kirby Konz at NBAA at kkonz@nbaa.org.

COPY AND CONTRACT REGULATIONS:

Advertiser and/or advertising agency assumes all liability for ad content, including representation and illustrations of printed advertisements and also assumes responsibility for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising contract.

REFUNDS:

Refunds will be given only for cancellations made prior to August 1, 2009.

BILLING TERMS & 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. A 15% discount for ads placed in this *Show Guide* will be given to Advertisers who also run full-page ads in the *NBAA 2009 Membership Directory*.

INSERTION ORDER FORM:

For an advertisement to be considered, NBAA must receive a signed *NBAA2009 SHOW GUIDE & DIRECTORY OF EXHIBITING COMPANIES* INSERTION ORDER form (on reverse) before the August 1, 2009, deadline.

CONTACT INFORMATION:

Please direct all questions and send Insertion Orders to your NBAA sales representative:

- East of the Mississippi: Steve Champness at (800) 878-7555, fax (770) 454-0340 or e-mail to SChamp1@aol.com.
- West of the Mississippi: Melissa Murphy at (785) 856-5111, fax (785) 856-5112 or e-mail to mmurphy@nbaa.org or melmurphy@aol.com.

SUBMISSION DEADLINE:

Insertion Orders must be received no later than August 1, 2009, and artwork must be received no later than August 15, 2009.

Send all artwork with a copy of the Insertion Order to: National Business Aviation Association, Inc., Attn: Kirby Konz, 1200 Eighteenth Street NW, Suite 400, Washington, DC 20036-2527 or to kkonz@nbaa.org.

(Insertion Order on reverse)



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INSERTION ORDER DEADLINE: AUGUST 1, 2009
ARTWORK DEADLINE: AUGUST 15, 2009

AD SIZES & RATES:

- Four-color cover position: \$ 5,800
- Four-color tab page: \$ 3,950
- Full-page, four-color, run of book: \$ 3,025
- Full-page, black-and-white, run of book: \$ 1,600
- Web Banner on NBAA2008 Web Site: \$ 600 (available only to NBAA2009 *Show Guide* advertisers)
- We advertised in the 2009 *NBAA Membership Directory* and are eligible for a 15% discount in the *NBAA2009 Show Guide & Directory of Exhibiting Companies* (if order is received by August 1, 2009).

TOTAL AMOUNT DUE NBAA: \$ _____

ADDITIONAL CHARGES:

Any additional typesetting or production work on mechanicals, including edits to ads from previous years, will be billed to the Advertiser. PMS colors, metallic colors and spot varnish charges will be billed to the Advertiser.

TYPE OR PRINT (All correspondence relating to *Show Guide* advertising should be directed to):

COMPANY NAME (As you wish it to appear in the <i>Show Guide</i> Index)		MEMBER #	
CONTACT		CONTACT TITLE	
BILLING ADDRESS 1			
BILLING ADDRESS 2			
CITY	STATE <small>(if U.S. Address)</small>	ZIP/POSTAL CODE	COUNTRY
PHONE	FAX	CELL PHONE	
E-MAIL (required)			
ADVERTISING AGENCY (NAME, ADDRESS, CONTACT PERSON'S NAME, PHONE NUMBER & E-MAIL ADDRESS)			
SIGNATURE			DATE

PAYMENT INFORMATION:

Company checks and bank wire transfers are the preferred methods of payment for NBAA2009. **Credit card payments are an accepted form of payment. Payments received in excess of \$20,000, however, will be subject to a 3% processing fee.**

Enclosed is a check in the amount of: \$ _____ Check Number: _____

MAKE ALL CHECKS PAYABLE TO: NATIONAL BUSINESS AVIATION ASSOCIATION, INC.

Charge my credit card in the amount of: \$ _____ Cardholder's Name: _____

Card Type: American Express MasterCard Visa Discover

CREDIT CARD NUMBER	EXPIRATION DATE	SIGNATURE (FOR CREDIT CARD)

Bank Wire Transfer Instructions: Bank of America, 730 Fifteenth Street NW, Second Floor, Washington, DC 20005, Tel: (202) 442-3972; Fax: (202) 442-3988; Account Name: National Business Aviation Association, Inc.; Routing #: 026009593; Account #: 2404389; Swift Code: BOFAUS3N. Please indicate on the wire transfer the Exhibiting Company name, invoice number and reference for payment (i.e., Exhibit Space, Static Display Space, Sponsorship, Show Guide Advertising, Registration, Press Room, Meeting Room, Publications Bin, Advertising, etc.). Please contact Kirby Konz at kkonz@nbaa.org to secure an invoice number prior to making a bank wire transfer.