



# DIRECTORY ADVERTISING OPPORTUNITIES

The MSPCE provides an outstanding, targeted advertising opportunity in its Event Directory & Buyer's Guide. Reserve your four color ad space today and put the spotlight on your company.

**Ad reservation deadline: July 14, 2017**  
**Ad materials deadline: July 21, 2017**

- Logo on Floor Plan in Event Directory and Exhibitor Locator Billboard — \$150**
- Half Page Ad** in the official Event Directory — **\$300**
- Directory Listing Package** includes both of the above — **\$350 (\$100 savings)**
- Full Page Ad — \$400**
- Center Spread — \$500**
- Special Position — Inside Front Cover**  
*(available on a first come, first serve basis)*
- Special Position — Back Cover**  
*(available on a first come, first serve basis)*

**Advertising mechanicals, terms, and conditions:**

- Trim Size: 5 1/2" W x 8 1/2" H
- Bleed Size: 5 3/4" W x 8 3/4" H
- Full page ad, live area: 4 3/4" W x 7 1/2" H
- Half-page ad, live area: 4 3/4" W x 3 3/4" H
- Binding: Saddle stitch

**Digital materials requirements:** Document should be created to the trim size (plus bleeds) or live area. Adobe PDF/X-1a (high resolution) format is preferred. Images must be 300 pixels per inch (ppi) and in CMYK color mode. A color printout or digital proof of the ad is REQUIRED. High resolution (300ppi) TIFF and JPG formats are also acceptable. Save the file at 300 ppi at 100% of use size and in CMYK color mode.

Send files under 10mb to [kbrown@rocexhibitions.com](mailto:kbrown@rocexhibitions.com)

## ONLINE ADVERTISING OPPORTUNITIES

- Rotating Banner Ad (5 available) — \$500 each**  
Sponsor's banner ad with link to company website will appear on MSPCE homepage and through-out website
- Email blasts** promoting MSPCE to ILACP membership and all attendee prospects.
  - June — \$500**    **July — \$1,000**    **August — \$1,500**    **June, July, & August - \$2,500 (\$500 savings)**

Company Name \_\_\_\_\_

Address \_\_\_\_\_ Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Contact Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

### Payment Method

- Check (Payable to ROC Exhibitions, Inc.)**  
Amount of check \$ \_\_\_\_\_
- Credit Card**  
Amount to be charged on credit card \$ \_\_\_\_\_  
 **Visa**    **MasterCard**    **American Express**

**Return this form by July 21, 2017 to:**  
 MSPCE  
 1963 University Lane  
 Lisle, IL 60532  
 Fax: 630-271-8234  
 Phone: 630-271-8210  
 E-mail: [kbrown@rocexhibitions.com](mailto:kbrown@rocexhibitions.com)

Name on Credit Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV Number \_\_\_\_\_

Signature \_\_\_\_\_

- Credit card billing address is same as above
- Credit card billing address below

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_