



**ABACE**  
SHANGHAI, CHINA  
MARCH 27, 28, 29, 2012

**FAX OR MAIL COMPLETED FORM WITH PAYMENT IN FULL TO:**

National Business Aviation Association, Inc.  
Attn: Alesia ZaGara  
1200 18th Street NW, Suite 400  
Washington, DC 20036-2527, U.S.A.  
Tel: (202) 783-9258; Fax: (202) 862-5552  
E-mail: azagara@nbaa.org

**INSERTION ORDER DEADLINE: FEBRUARY 10, 2012**

**ARTWORK DEADLINE: FEBRUARY 17, 2012**

**ADVERTISING OPPORTUNITIES**

**ABACE2012 SHOW GUIDE & DIRECTORY OF EXHIBITING COMPANIES**

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

- Cover Position: \$3,500
- Full Page, 4-color: \$2,200
- Full Page, black and white: \$1,500
- Half Page, 4-color: \$1,300
- Half Page, black and white: \$1,050

\*Special Position: Belly Band or Tab Positions – call for more information.

**DISPLAY ADS ON ABACE2012 WEB SITE:**

Directory advertisers have an exclusive opportunity to purchase display ads on the ABACE2012 web site in addition to their printed ads in the *Show Guide*.

- Display Ad: \$ 750

**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.

**MECHANICAL SPECIFICATIONS:**

Publication Trim Size: 5" x 8" (127 mm by 203 mm). Full-page ad size is 5" x 8" (127 mm x 203 mm) without bleed. Bleed Page Size: 5.125" x 8.125" (133 mm x 209 mm)  
Publication will be saddle stitched.

**PRINT SPECIFICATIONS AND ACCEPTED MEDIA:**

Please allow .125" (3mm) on all sides for bleed. 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 5" x 8" with fold-out tab extension

**DISPLAY AD SPECIFICATIONS:**

Display 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. Display ads should be sent via e-mail to Alesia ZaGara at NBAA at azagara@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 February 10, 2012.

**BILLING TERMS & REFUNDS:**

Advertisers will be billed after publication. Payment is due 30 days from receipt of invoice. ABACE Management 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.

**INSERTION ORDER FORM:**

For an advertisement to be considered, ABACE Management must receive a signed *ABACE2012 Show Guide & Directory of Exhibiting Companies Insertion Order* form (on reverse) before the February 10, 2012, deadline.

**CONTACTS:**

Direct inquiries and insertion orders to Melissa Murphy at mmurphy@nbaa.org or (830) 608-9888 or fax (512) 354-7376  
Send artwork and payments to NBAA, Attn: Alesia ZaGara, 1200 18th Street NW, Suite 400, Washington, DC, 20036, or azagara@nbaa.org, Tel: (202) 783-9258 or Fax: (202) 862-5552.

**SUBMISSION DEADLINE:**

**Insertion Orders must be received no later than February 10, 2012, and artwork must be received no later than February 17, 2012.**

Send all artwork with a copy of the Insertion Order to: National Business Aviation Association, Inc., Attn: Alesia ZaGara, 1200 18th Street NW, Suite 400, Washington, DC 20036-2527, U.S.A., Tel: + 1 (202) 783-9258; Fax: + 1 (202) 862-5552, E-mail: azagara@nbaa.org.

*(Insertion Order on reverse)*



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ABACE2012 SHOW GUIDE & DIRECTORY OF EXHIBITING COMPANIES ADVERTISING

**AD SIZES & RATES:**

- Cover Position: \$3,500
- Full Page, 4-color: \$2,200
- Full Page, black and white: \$1,500
- Half Page, 4-color: \$1,300
- Half Page, black and white: \$1,050
- Display Ad on ABACE2012 Web Site: \$ 750  
(available only to ABACE2012 Show Guide advertisers)

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 Show Guide Index) \_\_\_\_\_ MEMBER # \_\_\_\_\_

CONTACT \_\_\_\_\_ CONTACT E-MAIL \_\_\_\_\_

BILLING ADDRESS 1 \_\_\_\_\_

BILLING ADDRESS 2 \_\_\_\_\_

CITY \_\_\_\_\_ STATE (if U.S. Address) \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ CELL PHONE \_\_\_\_\_

ADVERTISING AGENCY (NAME, ADDRESS, CONTACT PERSON'S NAME, PHONE NUMBER & E-MAIL ADDRESS) \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**PAYMENT INFORMATION:**

Please note: All payments for ABACE2012 should be made in U.S. dollars. When payments are made by wire transfer, please include a \$30 wire processing fee. All Companies placing ads in the ABACE2012 Show Guide must be current on all accounts with NBAA (including all Exhibit fees for ABACE2012).

Company checks and bank wire transfers are the preferred methods of payment for ABACE2012. **Credit card payments are an accepted form of payment; however, payments received in excess of \$20,000 will be subject to a 3% processing fee.**

**Bank Wire Transfer Instructions:** Bank of America, 730 15th Street NW, Washington, DC, 20005, USA, Routing #: 026009593, Account Name: National Business Aviation Association, Inc., Account #: 2404389, Swift Code: BOFAUS3N. Please contact Alesia ZaGara at azagara@nbaa.org to secure an invoice number prior to making a bank wire transfer. Also, please indicate on the wire transfer the Company name, invoice number and reference for payment (i.e., Exhibit Space, Static Display Space, Sponsorship, Show Guide Advertising, Registration, etc.).

Card Type:  American Express  MasterCard  Visa  Discover

\_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ SIGNATURE (FOR CREDIT CARD) \_\_\_\_\_

(Advertising specifications on reverse)