

Advertise in the 2008 Supermarket Synergy Showcase Buyer's Guide

The *Buyer's Guide* provides the occasion for your company to portray your message individually to all of the 2008 Convention attendees. The *Buyer's Guide* will be used as a point of reference and information, with a show floor schedule, map, a list of participating companies and a listing of Concept Show Floor Activities. Purchasing a color advertisement can ensure that your company reinforces your marketing message and provides an opportunity to stand out from all the others. With prices this low you will want to be sure to purchase an advertisement right away. Don't miss this great opportunity!

Yes, I would like to purchase a: Full Page Color Ad: \$850 Half Page Horizontal Color Ad: \$600
 2-Full Pages or 2-Page Spread Color Ad(s): \$1,500 Quarter Page \$400

Premium Advertising \$1,000: Inside Front Cover Inside Back Cover Back Cover

Company Name _____

Contact Telephone _____ Fax _____

PAYMENT METHOD:

Name (Please Print): _____ Title: _____

Authorized Contract Signature: X _____ Date: _____

PAYMENT METHOD: Check Enclosed (Payable to N.G.A. Concept Show Management) Funds must be drawn on a US bank.
Credit Card: MasterCard Discover Card VISA AMEX Discover

Mail or Fax to:

N.G.A. Concept Show Management, 1005 N. Glebe Rd., Suite 250, Arlington, Virginia 22201 • Fax (703) 812-1821

Credit Card Number: _____ Expiration Date: _____

Name as it Appears on Credit Card (Please Print): _____

Credit Card Billing Address: _____

City, State, Zip, Country: _____

Authorized Signature: _____ Total Amt. Enclosed / Charged to Credit Card: \$ _____

DEADLINE FOR MATERIALS December 18, 2007

AD SPECIFICATIONS

Publication trim size	8 1/2" x 11"	1/2 page horizontal	7 1/4" x 4 7/8"
Full page, bleed	8 5/8" x 11 1/4"	1/2 page island	3 5/8" x 9 3/4"
		1/4 page	3 5/7" x 4 7/8"

ELECTRONIC AD REQUIREMENTS

1. Press-optimized PDFs are preferred (please be sure that all fonts are correctly embedded and all embedded images are high-resolution). Files created in professional design programs such as QuarkXPress, InDesign, Illustrator, and Photoshop are also accepted.
2. All document fonts and graphics files must be included if native files are supplied (no TrueType fonts).
3. All electronic images (i.e. photos or logos) must be a minimum of 300 dpi resolution.
4. All images and color builds must be in CMYK format. Do not supply any color files in RGB format or using Pantone ink colors.
5. All ads must include a hard copy at full size. National Grocers Association is not responsible for color accuracy if advertiser does not provide a matching-color proof.
6. Files may be supplied on ZIP or CD.

SEND INSERTIONS ORDERS TO:

Please return this completed advertising contract to Christine Cunnick, National Grocers Association 1005 N. Glebe Road, Suite 250, Arlington, VA 22201, (703) 812-1821, fax. Email questions to ccunnick@nationalgrocers.org