



STYLEMAX[®]

Apparel Directory.

Where will
buyers find you?

Reach your target audience as they look to the Internet to research and plan their visit and to the official *Apparel Directory* to navigate the STYLEMAX shows this year.

April 2 – 5, 2011

Aug. 6 – 8, 2011

Sept. 24 – 27, 2011



PRODUCED BY  MMPI



DEAR STYLEMAX EXHIBITORS,

The Stylemax, Bridal, and L8 markets cater to the fashion and apparel industry with a complete lineup of to-the-retail-trade apparel markets and essential on-site tools for buyers at our markets. Packed with schedules, floor maps, complete participant contact information and product lines, the directories retain their value as a reference for buyers to reach contacts throughout the season. Advertising in the apparel directories is the ideal channel for reaching prospective and current buyers with your advertising message, product line and company identity.

Spend time reviewing the advertising packages to discover what works for your audience and budget. Remember that combining ads with premium placement is an excellent way to gain traction over the run of the market. Make your reservation early for the best pick of all the opportunities available. To place your ad or to find out more information, please contact Brennah Tate at Ascend Integrated Media at btate@ascendintegratedmedia.com or 913-344-1331.

Don't miss the opportunity to capture the attention and interest of buyers while exhibiting at the 2011 apparel markets.

All the best,
Dee Gratz Jones

Official 2011 directory

Audience and distribution

Distributed at central locations on-site to hundreds of buyers

Content

This exclusive event directory provides comprehensive exhibitor listings, floor plans, event information and companies listed by product categories. Used as a navigational tool at the show and as a reference throughout the year.

Double your impact — advertise in the National Prom Market Chicago Directory 2011

Positioned within the STYLEMAX Apparel August Directory and distributed at STYLEMAX and National Prom Market registration, this exclusive event directory provides comprehensive exhibitor listings, floor plans, event information and companies listed by product categories.

Deadlines

April directory

Space reservation due: Feb. 17, 2011
Materials due: Feb. 24, 2011

August directory*

Space reservation due: June 24, 2011
Materials due: July 1, 2011

October directory

Space reservation due: Sept. 8, 2011
Materials due: Sept. 15, 2011

**Includes National Prom Market
Chicago Directory 2011*

Need more information?

Contact Brennah Tate, media sales representative, at 913-344-1331 or btate@ascendintegratedmedia.com.

Put your messaging online

Online advertising revenues continue to grow year after year as consumers use multiple resources to stay informed. In fact, eMedia advertising is one of the highest returns on investment — offering cost-effective pricing and trackable results.

Build customer loyalty with frequent online messages. With appropriate content, email can potentially captivate a client's attention and move them along in a buying cycle.*

*Source: www.btobonline.com

eMedia statistics for 2010

Average total open rate for eBlasts: **25.31%**

Average total click-through rate for eBlasts: **10.68%**

Delivering results + real metrics

Banner and brand position metrics are delivered upon request.

Reports include:

- Site banners: site traffic, ad impressions, click-throughs
- eBlast advertising: delivery rate, open rate, click-throughs

STYLEMAX online Buyer's guide

The exclusive Online Buyer's Guide lets decision-makers research companies, products and services easily using powerful search capabilities. In addition, it is fully enabled to support rich media.

Live throughout the year, the Online Buyer's Guide connects your company and new products with decision-makers. It allows you to fully manage your listing, expanding your brand and mapping to other marketing or product initiatives before, during and after the show.

Banner Advertising

Position a powerful brand or product message while your target audience is seeking company and product information.

Guide Leaderboard Ad

- High-impact placement positioned in the top center of the Buyer's Guide
- Visible on all pages as users search and research companies

Limited to five advertisers per six months

Guide Full Tower Ad

- Offers right-hand positioning on the Buyer's Guide
- Visible on all pages as users search and research companies

Limited to five advertisers per six months

Guide eBlast advertising

Three eBlasts with timely Buyer's Guide-tailored content will drive traffic and provide the STYLEMAX audience added reason to use the tools incorporated in this online resource.

Exclusive Tower Ad <i>Limited to one advertiser</i>	3:1 Rectangle Ad, 2nd Position <i>Limited to one advertiser</i>	3:1 Rectangle Ad, 3rd Position <i>Limited to one advertiser</i>
---	---	---

eBlast launch dates

Launch date	Space reservation due	Materials due
March 16	Feb. 23, 2011	March 2, 2011
July 20	June 29, 2011	July 9, 2011
Oct. 5	Sept. 14, 2011	Sept. 21, 2011



ONLINE BUYER'S GUIDE eBLAST SAMPLE

All rates are net. Cancellations are nonrefundable.

Build out your listing

Highlighted Listing with Logo

- Add a colored background and logo to your full listing
- Your listing shows up on the page immediately after buyers load the page
- This option shows all contact information without buyers having to click your name for a drop-down box.

Premier Category Position

- Your company will be the first attendees see when they search by a specific product category
- Includes Highlighted Listing with Logo

Featured Product Showcase

Advertise the launch of a new line or highlight your signature item with this new advertising option. Your product image will be seen first as buyers use the Online Buyer's Guide. Included with each showcase position:

- Photo gallery
- Option to select a product category in the "Featured Category" list below the product images



Enhance your listing

Maximize your participation by adding supporting materials such as rich media and content that will inform and connect your target customer.

Marketing Materials

Perfect for press releases and show specials, brochures, PDFs and more.

Up to three postings at a time

Video

Perfect for commercials, product demonstrations and roundtable discussions.

Up to three postings at a time

Audio

Consider presentations, podcasts and discussion boards.

Up to three postings at a time

Digital Flip Book

Just like turning the pages of a magazine, decision-makers can see all your product offerings.

Up to 10 pages

Photo Gallery

Present photos and brief 20-word descriptions of your best products-at-a-glance.

Up to 20 pictures at a time



command attention with ads we can create for you

1. Products Advertorial

Tell the story behind your newest products.

You supply:

- Color photo
- 150-word description

2. Products-at-a-Glance

Offer buyers a quick visual reference to the hottest products at the show.

Your ad is placed alphabetically.

You supply:

- Color photo
- 50-word description
- Contact information

3. Product Category Ad

Be the first product that buyers see when they search by a specific product category. Your ad is placed alphabetically.

You supply:

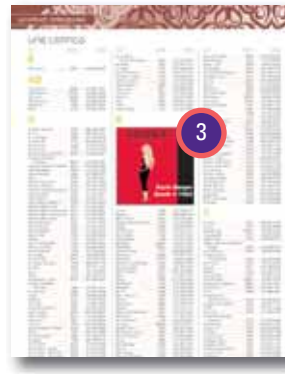
- Color photo
- 15-word description
- Contact information
- Company logo

4. Highlighted Listing with Logo

Stand out on your listing's page when buyers reference companies by name. We highlight your listing's background and logo.

You supply:

- Company logo



**Ads include typesetting and one proof. Publisher reserves the right to edit descriptions for space and content.*

steal the show with premium placement

Tip-on Sticky Note*

Sticky Note placed on the front cover

Cover Flap Sponsorship*

Flap goes over the front cover and one-fourth of the back cover

- Sponsor receives a back cover ad

Cover Positions

Back Cover, Inside Front Cover, Inside Back Cover

Pre-Printed Insert*

Press overruns, pre-show mailers and product brochures make great inserts.

Two-Sided Bookmark*

Insert holds perforated bookmark that readers can detach and use to mark their place in the directory. Perforated piece is perfect for call-to-action incentives.

Exclusive Category Sponsorship

Includes Full-Page Ad, Product Category Ad and one Trailer Ad spanning two consecutive pages in the product category section

- Available sponsorships include: Accessories, Contemporary, Knitwear and Sportswear

** Advertiser provides Sticky Notes, Cover Flap, Bookmarks and Pre-Printed Inserts. Prototypes of all ads are required.*

All rates are net. Cancellations are nonrefundable.

TIP-ON STICKY NOTE



YOUR
STICKY NOTE
HERE

trend
ahead

STYLEMAX

Merchandise Mart / Chicago

Advertising representative:
ASCEND INTEGRATED MEDIA
7015 College Blvd., Suite 600
Overland Park, KS 66211

Contact Brennah Tate today at 913-344-1331
or btate@ascendintegratedmedia.com
to reserve your preferred placement.



stand out
from the crowd



Show buyers what's hot, happening and on the horizon. Build your business and discover new buyers with your ad in the 2011 SYTLEMAX directories and Online Buyer's Guide.



PRODUCED BY MMPI

Print products

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

Product logos

- Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2-1/4" x 1" in TIF, JPG or EPS format (vector EPS preferred).

Inserts

- Insert will be bound in and should not exceed 8-3/8" x 10-7/8", minimum size is 4" x 6".
- Prototype required.

Unacceptable file types

- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Media sales representative.

Submitting digital files

- Contact your Ascend Media representative for your upload instructions and unique login and password.

Proofs

- Contract proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at www.swop.org. Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.
- Mail proofs to Ascend Integrated Media LLC
Attn: Stylemax
7015 College Blvd., Suite 600
Overland Park, KS 66211
913-469-1110

Important notes

- All advertising is subject to MMPI approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. No cancellations are accepted.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.

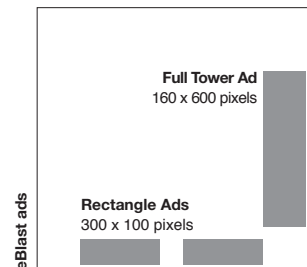
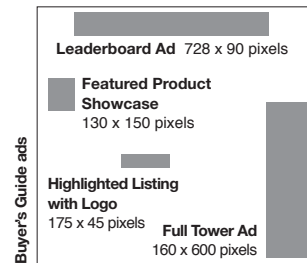
Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

Digital products

Specifications for Online Product Locator

- Logos for highlighted listings (175 pixels by 45 pixels, width by height) must be in GIF or JPG format at 72 dpi and submitted at actual size.
- The list of categories for the Premier Category Position will be provided by the account manager. Please follow up with the account manager with your choice. If exhibitor has more than one booth number, please specify to which booth number the listing enhancement should be applied. Logos for Premier Category Positions (175 pixels by 45 pixels, width by height) must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size.
- Files for audio upgrades should be submitted in one of the following formats: MPEG audio layer 2, MPEG audio layer 1/3(MP3), AC3, WMA V1/V2, AAC, PCM. Limit of three audio files per ad buy. The maximum ad file size is 15 minutes of audio.

eMedia ad sizes and dimensions (width x height)



- Files for video upgrades should be submitted in one of the following formats: MPEG-1, MPEG-2(DVD), MPEG-4, MSMPEG4 V1, MSMPEG4 V2, MSMPEG4 V3, WM V7, VC1, H.261, H.263(+), H.264, RealVideo 1.0, RealVideo 2.0, MJPEG, IntelIndeo 3, FLV, MicroSoft RLE, Microsoft Video-1. Limit of three video files per ad buy. The maximum ad file size is 15 minutes of video.
- Files for digital flipbook upgrades should be submitted as high-resolution PDFs (up to 12 pages) with all fonts embedded.
- Marketing materials must be in low-resolution PDF format (up to 12 pages) with all fonts embedded.

A URL for linking to the company's website should also be submitted. Please contact your account manager if additional pages are required.

- Photos for photo gallery upgrades (up to 20 photos at 200 pixels by 180 pixels, width by height) should be submitted in JPG or GIF format at 72 dpi at actual size. A spreadsheet will be sent, and descriptions of up to 20 words per photo must be submitted in this document. Descriptions will be edited for spelling and grammar.
- Images for the Featured Product Showcase should be 130 pixels x 150 pixels at 72 dpi. Descriptions for Featured Product Showcase should be no more than 100 characters. This 100-character limit includes spaces and punctuation.

Specifications for eBlasts

- Leaderboard, tower and rectangle ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted).
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the association.
- The maximum ad file size is 100kb-125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.

Submitting digital files

- Contact your Ascend Integrated Media account manager for your upload instructions and unique login and password.

eBlast launch dates

Launch date	Space reservation due	Materials due
March 16	Feb. 23, 2011	March 2, 2011
July 20	June 29, 2011	July 9, 2011
Oct. 5	Sept. 14, 2011	Sept. 21, 2011

DEADLINES

April directory

Space reservation due: Feb. 17, 2011
Materials due: Feb. 24, 2011

August directory

Space reservation due: June 24, 2011
Materials due: July 1, 2011

October directory

Space reservation due: Sept. 8, 2011
Materials due: Sept. 15, 2011

Directories ad sizes and dimensions

Publication size:

8-3/8" x 10-7/8" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)

Safety/Live Area: All text and graphics not intended to bleed (1/4" from trim).

Covers and Full Page Bleed

8-5/8" x 11-1/8"

Trim 8-3/8" x 10-7/8"

Safety/Live Area 7-7/8" x 10-3/8"

Non-Bleed Ad 7" x 10"

1/2 Page Horizontal

7" x 5"
(no bleed)

1/4 Page

3-1/2" x 5"
(no bleed)

Product-at-a-Glance

2-1/4" x 5"
(no bleed)

Premier Category Ad

2-1/4" x 2-1/4"
(no bleed)

Highlighted Listing with logo

2-1/4" x 1"
(Background box color two to be determined.)

Showroom Lines Full Page

7-5/8" x 9-1/8"
(no bleed)

Showroom Lines 1/2 Page

7-5/8" x 4-1/2"
(no bleed)

Showroom Lines 1/4 Page

3-1/2" x 4-1/2"
(no bleed)

Full-Page Spread ads should be submitted as single-page files. See specifications.

Send insertion orders and correspondence to: Brennah Tate, Ascend Integrated Media LLC,
Attn: STYLEMAX, 7015 College Blvd., Suite 600, Overland Park, KS 66211, Ph. 913-344-1469, Fax 913-344-1417,
lharmon@ascendmedia.com.

ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC
All advertising subject to MMPI approval.

STYLEMAX

STYLEMAX 2011

Please complete the following information:

Advertiser: _____ Agency (if applicable): _____

Billing Information: Agency Advertiser Contact Name: _____

Billing Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____ E-mail: _____

STYLEMAX Apparel Directory April 2011 Job #111272	STYLEMAX Apparel Directory August 2011 Job #111275	STYLEMAX Apparel Directory October 2011 Job #11277																																																																																																																																																
<table border="0"> <tr> <td>Standard options</td> <td>Four-color</td> </tr> <tr> <td>Full Page</td> <td>_____ \$1,070</td> </tr> <tr> <td>1/2 Page</td> <td>_____ \$750</td> </tr> <tr> <td>1/4 Page</td> <td>_____ \$475</td> </tr> <tr> <td>Preferred placements</td> <td></td> </tr> <tr> <td>Exclusive Category</td> <td></td> </tr> <tr> <td>Sponsorship</td> <td>_____ \$2,240</td> </tr> <tr> <td>Back Cover</td> <td>_____ \$1,870</td> </tr> <tr> <td>Inside Front Cover</td> <td>_____ \$1,640</td> </tr> <tr> <td>Inside Back Cover</td> <td>_____ \$1,460</td> </tr> <tr> <td>Cover flap</td> <td>Call for pricing</td> </tr> <tr> <td>Specialty options</td> <td></td> </tr> <tr> <td>Tip-On Sticky Note</td> <td>Call for pricing</td> </tr> <tr> <td>Pre-Printed Insert</td> <td>Call for pricing</td> </tr> <tr> <td>Two-Sided Bookmark</td> <td>Call for pricing</td> </tr> <tr> <td>Options we can create for you</td> <td></td> </tr> <tr> <td>Products Advertorial</td> <td>_____ \$590</td> </tr> <tr> <td>Products-at-a-Glance</td> <td>_____ \$375</td> </tr> <tr> <td>Product Category Ad</td> <td>_____ \$300</td> </tr> <tr> <td>Highlighted Listing with Logo</td> <td>_____ \$225</td> </tr> <tr> <td>Showroom Lines Program</td> <td></td> </tr> <tr> <td>Full Page</td> <td>_____ \$1,070</td> </tr> <tr> <td>1/2 Page</td> <td>_____ \$750</td> </tr> <tr> <td>1/4 Page</td> <td>_____ \$475</td> </tr> </table>	Standard options	Four-color	Full Page	_____ \$1,070	1/2 Page	_____ \$750	1/4 Page	_____ \$475	Preferred placements		Exclusive Category		Sponsorship	_____ \$2,240	Back Cover	_____ \$1,870	Inside Front Cover	_____ \$1,640	Inside Back Cover	_____ \$1,460	Cover flap	Call for pricing	Specialty options		Tip-On Sticky Note	Call for pricing	Pre-Printed Insert	Call for pricing	Two-Sided Bookmark	Call for pricing	Options we can create for you		Products Advertorial	_____ \$590	Products-at-a-Glance	_____ \$375	Product Category Ad	_____ \$300	Highlighted Listing with Logo	_____ \$225	Showroom Lines Program		Full Page	_____ \$1,070	1/2 Page	_____ \$750	1/4 Page	_____ \$475	<table border="0"> <tr> <td>Standard options</td> <td>Four-color</td> </tr> <tr> <td>Full Page</td> <td>_____ \$1,070</td> </tr> <tr> <td>1/2 Page</td> <td>_____ \$750</td> </tr> <tr> <td>1/4 Page</td> <td>_____ \$475</td> </tr> <tr> <td>Preferred placements</td> <td></td> </tr> <tr> <td>Exclusive Category</td> <td></td> </tr> <tr> <td>Sponsorship</td> <td>_____ \$2,240</td> </tr> <tr> <td>Back Cover</td> <td>_____ \$1,870</td> </tr> <tr> <td>Inside Front Cover</td> <td>_____ \$1,640</td> </tr> <tr> <td>Inside Back Cover</td> <td>_____ \$1,460</td> </tr> <tr> <td>Cover flap</td> <td>Call for pricing</td> </tr> <tr> <td>Specialty options</td> <td></td> </tr> <tr> <td>Tip-On Sticky Note</td> <td>Call for pricing</td> </tr> <tr> <td>Pre-Printed Insert</td> <td>Call for pricing</td> </tr> <tr> <td>Two-Sided Bookmark</td> <td>Call for pricing</td> </tr> <tr> <td>Options we can create for you</td> <td></td> </tr> <tr> <td>Products Advertorial</td> <td>_____ \$590</td> </tr> <tr> <td>Products-at-a-Glance</td> <td>_____ \$375</td> </tr> <tr> <td>Product Category Ad</td> <td>_____ \$300</td> </tr> <tr> <td>Highlighted Listing with Logo</td> <td>_____ \$225</td> </tr> <tr> <td>Showroom Lines Program</td> <td></td> </tr> <tr> <td>Full Page</td> <td>_____ \$1,070</td> </tr> <tr> <td>1/2 Page</td> <td>_____ \$750</td> </tr> <tr> <td>1/4 Page</td> <td>_____ \$475</td> </tr> </table>	Standard options	Four-color	Full Page	_____ \$1,070	1/2 Page	_____ \$750	1/4 Page	_____ \$475	Preferred placements		Exclusive Category		Sponsorship	_____ \$2,240	Back Cover	_____ \$1,870	Inside Front Cover	_____ \$1,640	Inside Back Cover	_____ \$1,460	Cover flap	Call for pricing	Specialty options		Tip-On Sticky Note	Call for pricing	Pre-Printed Insert	Call for pricing	Two-Sided Bookmark	Call for pricing	Options we can create for you		Products Advertorial	_____ \$590	Products-at-a-Glance	_____ \$375	Product Category Ad	_____ \$300	Highlighted Listing with Logo	_____ \$225	Showroom Lines Program		Full Page	_____ \$1,070	1/2 Page	_____ \$750	1/4 Page	_____ \$475	<table border="0"> <tr> <td>Standard options</td> <td>Four-color</td> </tr> <tr> <td>Full Page</td> <td>_____ \$1,070</td> </tr> <tr> <td>1/2 Page</td> <td>_____ \$750</td> </tr> <tr> <td>1/4 Page</td> <td>_____ \$475</td> </tr> <tr> <td>Preferred placements</td> <td></td> </tr> <tr> <td>Exclusive Category</td> <td></td> </tr> <tr> <td>Sponsorship</td> <td>_____ \$2,240</td> </tr> <tr> <td>Back Cover</td> <td>_____ \$1,870</td> </tr> <tr> <td>Inside Front Cover</td> <td>_____ \$1,640</td> </tr> <tr> <td>Inside Back Cover</td> <td>_____ \$1,460</td> </tr> <tr> <td>Cover flap</td> <td>Call for pricing</td> </tr> <tr> <td>Specialty options</td> <td></td> </tr> <tr> <td>Tip-On Sticky Note</td> <td>Call for pricing</td> </tr> <tr> <td>Pre-Printed Insert</td> <td>Call for pricing</td> </tr> <tr> <td>Two-Sided Bookmark</td> <td>Call for pricing</td> </tr> <tr> <td>Options we can create for you</td> <td></td> </tr> <tr> <td>Products Advertorial</td> <td>_____ \$590</td> </tr> <tr> <td>Products-at-a-Glance</td> <td>_____ \$375</td> </tr> <tr> <td>Product Category Ad</td> <td>_____ \$300</td> </tr> <tr> <td>Highlighted Listing with Logo</td> <td>_____ \$225</td> </tr> <tr> <td>Showroom Lines Program</td> <td></td> </tr> <tr> <td>Full Page</td> <td>_____ \$1,070</td> </tr> <tr> <td>1/2 Page</td> <td>_____ \$750</td> </tr> <tr> <td>1/4 Page</td> <td>_____ \$475</td> </tr> </table>	Standard options	Four-color	Full Page	_____ \$1,070	1/2 Page	_____ \$750	1/4 Page	_____ \$475	Preferred placements		Exclusive Category		Sponsorship	_____ \$2,240	Back Cover	_____ \$1,870	Inside Front Cover	_____ \$1,640	Inside Back Cover	_____ \$1,460	Cover flap	Call for pricing	Specialty options		Tip-On Sticky Note	Call for pricing	Pre-Printed Insert	Call for pricing	Two-Sided Bookmark	Call for pricing	Options we can create for you		Products Advertorial	_____ \$590	Products-at-a-Glance	_____ \$375	Product Category Ad	_____ \$300	Highlighted Listing with Logo	_____ \$225	Showroom Lines Program		Full Page	_____ \$1,070	1/2 Page	_____ \$750	1/4 Page	_____ \$475
Standard options	Four-color																																																																																																																																																	
Full Page	_____ \$1,070																																																																																																																																																	
1/2 Page	_____ \$750																																																																																																																																																	
1/4 Page	_____ \$475																																																																																																																																																	
Preferred placements																																																																																																																																																		
Exclusive Category																																																																																																																																																		
Sponsorship	_____ \$2,240																																																																																																																																																	
Back Cover	_____ \$1,870																																																																																																																																																	
Inside Front Cover	_____ \$1,640																																																																																																																																																	
Inside Back Cover	_____ \$1,460																																																																																																																																																	
Cover flap	Call for pricing																																																																																																																																																	
Specialty options																																																																																																																																																		
Tip-On Sticky Note	Call for pricing																																																																																																																																																	
Pre-Printed Insert	Call for pricing																																																																																																																																																	
Two-Sided Bookmark	Call for pricing																																																																																																																																																	
Options we can create for you																																																																																																																																																		
Products Advertorial	_____ \$590																																																																																																																																																	
Products-at-a-Glance	_____ \$375																																																																																																																																																	
Product Category Ad	_____ \$300																																																																																																																																																	
Highlighted Listing with Logo	_____ \$225																																																																																																																																																	
Showroom Lines Program																																																																																																																																																		
Full Page	_____ \$1,070																																																																																																																																																	
1/2 Page	_____ \$750																																																																																																																																																	
1/4 Page	_____ \$475																																																																																																																																																	
Standard options	Four-color																																																																																																																																																	
Full Page	_____ \$1,070																																																																																																																																																	
1/2 Page	_____ \$750																																																																																																																																																	
1/4 Page	_____ \$475																																																																																																																																																	
Preferred placements																																																																																																																																																		
Exclusive Category																																																																																																																																																		
Sponsorship	_____ \$2,240																																																																																																																																																	
Back Cover	_____ \$1,870																																																																																																																																																	
Inside Front Cover	_____ \$1,640																																																																																																																																																	
Inside Back Cover	_____ \$1,460																																																																																																																																																	
Cover flap	Call for pricing																																																																																																																																																	
Specialty options																																																																																																																																																		
Tip-On Sticky Note	Call for pricing																																																																																																																																																	
Pre-Printed Insert	Call for pricing																																																																																																																																																	
Two-Sided Bookmark	Call for pricing																																																																																																																																																	
Options we can create for you																																																																																																																																																		
Products Advertorial	_____ \$590																																																																																																																																																	
Products-at-a-Glance	_____ \$375																																																																																																																																																	
Product Category Ad	_____ \$300																																																																																																																																																	
Highlighted Listing with Logo	_____ \$225																																																																																																																																																	
Showroom Lines Program																																																																																																																																																		
Full Page	_____ \$1,070																																																																																																																																																	
1/2 Page	_____ \$750																																																																																																																																																	
1/4 Page	_____ \$475																																																																																																																																																	
Standard options	Four-color																																																																																																																																																	
Full Page	_____ \$1,070																																																																																																																																																	
1/2 Page	_____ \$750																																																																																																																																																	
1/4 Page	_____ \$475																																																																																																																																																	
Preferred placements																																																																																																																																																		
Exclusive Category																																																																																																																																																		
Sponsorship	_____ \$2,240																																																																																																																																																	
Back Cover	_____ \$1,870																																																																																																																																																	
Inside Front Cover	_____ \$1,640																																																																																																																																																	
Inside Back Cover	_____ \$1,460																																																																																																																																																	
Cover flap	Call for pricing																																																																																																																																																	
Specialty options																																																																																																																																																		
Tip-On Sticky Note	Call for pricing																																																																																																																																																	
Pre-Printed Insert	Call for pricing																																																																																																																																																	
Two-Sided Bookmark	Call for pricing																																																																																																																																																	
Options we can create for you																																																																																																																																																		
Products Advertorial	_____ \$590																																																																																																																																																	
Products-at-a-Glance	_____ \$375																																																																																																																																																	
Product Category Ad	_____ \$300																																																																																																																																																	
Highlighted Listing with Logo	_____ \$225																																																																																																																																																	
Showroom Lines Program																																																																																																																																																		
Full Page	_____ \$1,070																																																																																																																																																	
1/2 Page	_____ \$750																																																																																																																																																	
1/4 Page	_____ \$475																																																																																																																																																	
<table border="0"> <tr> <td>Online Buyer's Guide</td> <td>Job #112416</td> </tr> <tr> <td>Full Tower Ad 3 available</td> <td>_____ \$400</td> </tr> <tr> <td>Leaderboard Ad 3 available</td> <td>_____ \$300</td> </tr> <tr> <td>Premier Category Position</td> <td>_____ \$250</td> </tr> <tr> <td>Flip Book</td> <td>_____ \$200</td> </tr> <tr> <td>Highlighted Listing with Logo</td> <td>_____ \$75</td> </tr> <tr> <td>Photo Gallery</td> <td>_____ \$75</td> </tr> <tr> <td>Audio</td> <td>_____ \$75</td> </tr> <tr> <td>Video</td> <td>_____ \$75</td> </tr> </table>	Online Buyer's Guide	Job #112416	Full Tower Ad 3 available	_____ \$400	Leaderboard Ad 3 available	_____ \$300	Premier Category Position	_____ \$250	Flip Book	_____ \$200	Highlighted Listing with Logo	_____ \$75	Photo Gallery	_____ \$75	Audio	_____ \$75	Video	_____ \$75	<table border="0"> <tr> <td>April eBlast</td> <td>Job #112411</td> </tr> <tr> <td>Full Tower Ad</td> <td>_____ \$300</td> </tr> <tr> <td>Rectangle Ad, 2nd Position</td> <td>_____ \$150</td> </tr> <tr> <td>Rectangle Ad, 3rd Position</td> <td>_____ \$150</td> </tr> <tr> <td>August eBlast</td> <td>Job #112413</td> </tr> <tr> <td>Full Tower Ad</td> <td>_____ \$300</td> </tr> <tr> <td>Rectangle Ad, 2nd Position</td> <td>_____ \$150</td> </tr> <tr> <td>Rectangle Ad, 3rd Position</td> <td>_____ \$150</td> </tr> </table>	April eBlast	Job #112411	Full Tower Ad	_____ \$300	Rectangle Ad, 2nd Position	_____ \$150	Rectangle Ad, 3rd Position	_____ \$150	August eBlast	Job #112413	Full Tower Ad	_____ \$300	Rectangle Ad, 2nd Position	_____ \$150	Rectangle Ad, 3rd Position	_____ \$150	<table border="0"> <tr> <td>October eBlast</td> <td>Job #112415</td> </tr> <tr> <td>Full Tower Ad</td> <td>_____ \$300</td> </tr> <tr> <td>Rectangle Ad, 2nd Position</td> <td>_____ \$150</td> </tr> <tr> <td>Rectangle Ad, 3rd Position</td> <td>_____ \$150</td> </tr> </table>	October eBlast	Job #112415	Full Tower Ad	_____ \$300	Rectangle Ad, 2nd Position	_____ \$150	Rectangle Ad, 3rd Position	_____ \$150																																																																																																						
Online Buyer's Guide	Job #112416																																																																																																																																																	
Full Tower Ad 3 available	_____ \$400																																																																																																																																																	
Leaderboard Ad 3 available	_____ \$300																																																																																																																																																	
Premier Category Position	_____ \$250																																																																																																																																																	
Flip Book	_____ \$200																																																																																																																																																	
Highlighted Listing with Logo	_____ \$75																																																																																																																																																	
Photo Gallery	_____ \$75																																																																																																																																																	
Audio	_____ \$75																																																																																																																																																	
Video	_____ \$75																																																																																																																																																	
April eBlast	Job #112411																																																																																																																																																	
Full Tower Ad	_____ \$300																																																																																																																																																	
Rectangle Ad, 2nd Position	_____ \$150																																																																																																																																																	
Rectangle Ad, 3rd Position	_____ \$150																																																																																																																																																	
August eBlast	Job #112413																																																																																																																																																	
Full Tower Ad	_____ \$300																																																																																																																																																	
Rectangle Ad, 2nd Position	_____ \$150																																																																																																																																																	
Rectangle Ad, 3rd Position	_____ \$150																																																																																																																																																	
October eBlast	Job #112415																																																																																																																																																	
Full Tower Ad	_____ \$300																																																																																																																																																	
Rectangle Ad, 2nd Position	_____ \$150																																																																																																																																																	
Rectangle Ad, 3rd Position	_____ \$150																																																																																																																																																	
		<p>Cancellations are nonrefundable.</p> <p>Please write your initials next to selected ad sizes & color.</p> <p>Total Amount: \$ _____</p>																																																																																																																																																

Terms

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.
- Advertising agency and/or client are liable should one or the other default. No cancellations accepted.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

Option to pay by credit card

VISA MasterCard American Express Discover Expiration date: _____
Card number: _____ Authorized signature: _____

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title: _____ PO#: _____

Please sign and send insertion orders to:
Brennah Tate
Fax: 913-344-1417
bte@ascendintegratedmedia.com

Please remit payments to:
Ascend Integrated Media, LLC
P.O. Box 870939
Kansas City, MO 64187-0939

