

# 2010 MARKETPLACE

REACH MORE THAN 60,000<sup>1</sup> SPECIAL EVENT PRODUCT BUYERS WITH EASY TO FIND ADS AT AFFORDABLE RATES

## REASONS TO ADVERTISE IN MARKETPLACE:

- 1. CONNECT WITH EVENT PLANNERS THAT BUY YOUR SERVICES.**  
96% OF SPECIAL EVENTS SUBSCRIBERS are involved with purchasing equipment, products and services for their companies.<sup>2</sup>
- 2. SUBSCRIBERS SOURCE SUPPLIERS ALL YEAR LONG.**  
Special Events' subscribers on average plan, facilitate and/or organize 238 social/corporate events annually.<sup>2</sup>

### 3. EFFECTIVE AND AFFORDABLE.

Marketplace is organized by supplier category so it's easy for buyers to find the suppliers they need—and easy for you to deliver your message at the critical point when a purchasing decision is being made. PLUS, economical advertising options allow you to create a message that stands out from you competitors.

- Marketplace offers 3 and 6 month ad rate plans so your ad can run in consecutive months.
- It's easy for potential customers to find you with your 1", 2", 3" or 4" ad.
- Color rates are available in 2-color (standard colors only) or 4-color.



### PLEASE SELECT ONE CATEGORY

Category Name \_\_\_\_\_

Catering  Party  Décor/Props  Promotions  Event Equipment  Software  
 Interactive Games  Lighting/Special Effects  Other \_\_\_\_\_

### LISTING OPTIONS

**3 Months:**  
 (1" h x 2-1/4" w) \$555 \_\_\_\_\_  
 (2" h x 2-1/4" w) \$1,050 \_\_\_\_\_  
 (3" h x 2-1/4" w) \$1,575 \_\_\_\_\_  
 (4" h x 2-1/4" w) \$2,100 \_\_\_\_\_

**6 Months:**  
 (1" h x 2-1/4" w) \$920 \_\_\_\_\_  
 (2" h x 2-1/4" w) \$1,750 \_\_\_\_\_  
 (3" h x 2-1/4" w) \$2,635 \_\_\_\_\_  
 (4" h x 2-1/4" w) \$3,500 \_\_\_\_\_

**Add:**  
 2-color \$150 \_\_\_\_\_  
 (standard colors only)  
 4-color \$250 \_\_\_\_\_

**Ad creation services:**  
 B/W & 2-color \$125 \_\_\_\_\_  
 4-color \$220 \_\_\_\_\_

**TOTAL** \_\_\_\_\_

### AD MATERIAL

QuarkXPress, Illustrator, Photoshop .tiff or .eps, 300 dpi or greater. Include all art and fonts.  
 e-mail artwork to: etano@specialevents.com

### AD CREATION SERVICE

- Provide copy, a photograph of your product or your company logo to include these elements in your ad
- Ads must be prepaid before production begins

### TERMS

- Marketplace ads are prepaid, no agency discounts apply
- Lower monthly schedules cannot be combined to obtain the next level discount
- Schedules (3 and 6 months) run in consecutive months.
- All orders are non-cancelable and non-commissionable.

### DEADLINE

Artwork/order must be received by the 10<sup>th</sup> of the month to begin appearing the following month.

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_

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

Address: \_\_\_\_\_

### Payment Enclosed

Charge my Credit Card: MC Visa Amex

Cardholder Name: \_\_\_\_\_

Card #: \_\_\_\_\_

Signature: \_\_\_\_\_

**For more information on Marketplace, please contact:**  
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