



September 13-14, 2011  
Navy Pier, Chicago, IL

## EVENT GUIDE ADVERTISING REQUEST FORM

Deadline: Tuesday, August 16, 2011

If you would like to participate in advertising in the Official BusCon Event Guide, please fill out the form below and return to BusCon.

Company: \_\_\_\_\_ Booth # \_\_\_\_\_

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

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

City/State/Zip/Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

- |                          |  |            |
|--------------------------|--|------------|
| <input type="checkbox"/> | Full Page COVER (4-Color)<br>limited availability<br>Finished page size: 4 1/4" x 8 1/2" (Live area: 3 3/4" x 8"), Please add 1/8" all sides for any bleeds. | \$1,500.00 |
| <input type="checkbox"/> | Full Page (4-Color)<br>Finished page size: 4 1/4" x 8 1/2" (Live area: 3 3/4" x 8"), Please add 1/8" all sides for any bleeds.                               | \$1,200.00 |
| <input type="checkbox"/> | Half Page (4-Color)<br>3 3/4" x 3 3/4" - no bleeds   | \$600.00   |
| <input type="checkbox"/> | Directory Logo Listing (4-Color)   | \$200.00   |

Amex\_\_\_ Visa\_\_\_ M/C\_\_\_ Discover\_\_\_ Check Enclosed\_\_\_

Please charge my credit card: Total \$ \_\_\_\_\_

Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

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



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### **Ad Sizes**

Full page ads only:

Trim Size: 4 1/4" x 8 1/2"

Live area: 3 3/4" x 8"

Finished page size (includes a 1/8" bleed on all sides): 4 1/2" x 8 3/4"

### **Preferred Format**

PDF (Press Optimized)

### **Acceptable Formats**

EPS, JPG, QXD, TIF

QuarkXPress, Illustrator, Photoshop

### **Resolution**

300 dpi or higher for images at 100%

### **Media**

CD-ROM, DVD

MEDIA WILL NOT BE RETURNED UNLESS WRITTEN REQUEST IS RECEIVED.

### **Fonts**

Macintosh Type 1 PostScript (Printer and Screen) and TrueType Format.

If kerning tables were created for Quark layout, submit XPress Preferences file.

**Unacceptable:** All PC/Windows Formats, OpenType, Multiple Master, and "Menu Style" fonts.

### **Digital File Preparation Guidelines**

- Do not apply "Style Attributes" to type (Bold, Italic, etc.). Use the actual Bold or Italic font.
- Do not set rules to "Hairlines." Specify a point size.
- Convert all RGB or Pantone colors to CMYK Process - **No Spot Colors.**
- Set all type and elements on top layers to **knockout**, unless overprint is specified for desired effect.
- Imported images: rotate, flop, skew, crop and size images to 100% before importing into page layout application.  
Using these attributes in the page layout application will increase processing time and may result in additional charges.
- EPS format: save photos with a preview of 8 bits/pixel, and encoding as binary.  
Use this format and include a clipping path if a background of "none" is desired.  
The picture box containing this image must be set to "none."  
DO NOT use "JPEG Encoding."
- JPG format: save photos with quality set on maximum and baseline ("Standard").
- TIF format: DO NOT use "LZW Compression."
- Do not nest or embed EPS files into other EPS files.
- Collect all elements used to construct the file: layout, images, art, printer and screen fonts.
- Copy all elements to removable media and ship with a proof or e-mail to Production Manager.
- If you can create a "PRESS OPTIMIZED" PDF - No other files will be needed.



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**Acrobat Distiller Settings for Creating PRESS OPTIMIZED PDF Files**

- When creating PDF's, please use Adobe Acrobat. **DO NOT** create PDF's in native software programs, as this may result in an unusable PDF.
- Do Not Proceed Until all supporting files are CMYK,
- Fonts are loaded, resolution is 300 dpi or higher and type is set to **KNOCKOUT** unless Overprint is the desired effect

