

ADVERTISE IN THE EDS SHOW DAILY

New for 2008 -

the "Daily" will be published on
Monday, Tuesday & Wednesday!

Beat the odds

Your EDS Show Daily ad is the most cost-effective way to get attention on the show floor. Have your products and services stand out from the competition.

Promote your presence at EDS

Free Ad. Buy an ad in the first 2 days of the "EDS Show Daily" and get your third ad absolutely FREE.

Editorial Coverage. Send us information about your show events, awards, and product announcements. All industry-pertinent information, particularly at-EDS special events and announcements, will receive consideration for publication in the "EDS Show Daily".

Glossy Magazine Format. The EDS Show Daily is printed magazine style on high-quality glossy paper. Ideal exposure for full-color advertising and editorial photos.

Premium Marketing Opportunities. You can choose a highimpact premium vehicle such as a door-hanger bag, a cover strip ad, a cover wrap ad, and loose or bound inserts.

Tailor Your Message. Highlight your new products, promote booth give-aways or incentives to drive booth traffic. Run a 3-day campaign with a different ad each day at no additional cost!

Reach the Entire EDS Audience Directly and Cost-Effectively

EDS 2008. The Electronics Distribution Show and Conference is the annual meeting place and marketplace for the worldwide community of manufacturers of electronic components instruments and accessories for the electronic distributors industry.

Get The Best Exposure. An estimated 80% of companies in the US, whose primary business is distributing electronic components, attend EDS every year.

The Official Show Daily. The EDS Show Daily is the official and only show daily at EDS 2008 * - the only publication with exclusive rights at all EDS venues. No other publication can offer the advertising opportunity and results that you will get with this Show Daily. The Show Daily will be distributed to everyone at EDS each day!

*Contact Joan W. Noe
Voice: 614-985-4684
Fax: 614-985-4683
E-MAIL
joan@edtmag.com*

**May 5 - 8, 2008 at the Paris/Bally's Hotel Complex, Las Vegas*

EDS 2008 Show Daily Advertising Rates

Advertise in the first 2 days and your 3rd ad is free!

STANDARD	1 Day	3 Days		
Ad Size	B/W 4/C	B/W 4/C		
Full Page	\$1,850	\$2,450	\$3,700	\$4,900
Half Page (horizontal)	1,200	1,800	2,350	3,550
Half Page (vertical)	1,200	1,800	2,350	3,550
Quarter Page	750	1,350	1,500	\$2,700

PREMIUM POSITIONS	1 Day	3 Days	
Ad Size	4/C	4/C	
Cover II	\$3,200	\$6,350	
Cover III	2,900	5,725	
Cover IV	3,400	6,750	
Center Spread	5,950	11,875	
Cover Strip (1/4 horizontal)	2,150	4,300	
1/2 Cover Wrap (4/c one side)	3,375	6,750	
1/2 Cover Wrap (4/c two sides)	4,875	9,750	

Specific Position Premium add 10% to page rate

SUPER PREMIUM ADVERTISING

Bag Sponsorship (one day only)

Your logo or ad printed on plastic die-cut bag with Show Daily inserted and hung on hotel room door of each officially registered show attendee. (Order deadline for bags is March 1, 2008)

Bag with 1/C printing	\$10,750
Bag with 4/C printing	12,250

Inserts (prices per issue)

Supplied bind-in insert \$1,750

Supplied loose insert - random position 925

Supplied loose insert - specific position 1,350

Insert provided by publisher **

Inserts supplied by advertiser must comply with specifications to be provided by publisher.

***Prices to be determined based on insert specifications.*

2008 EDS Show Daily Advertising

Deadlines and schedule

Advertising Reservation Deadline: APRIL 18

Material Deadline: April 24

EDS Show Daily Issues: May 5, 6 and 7

EDS 2008 Show Daily Specifications

Magazine trim size 8-1/2" x 11"

BLEED Inches - width x height

Two-page spread 17-1/4" x 11-1/4"

Full page 8-3/4" x 11-1/4"

Half page (horizontal) 8-3/4" x 5-5/8"

Half page (vertical) 4-3/8" x 11-1/4"

Cover Wrap 8-3/4" x 4-1/4"

Cover Strip 8-3/4" x 2-5/8"

Bleed Allowance: 1/8" on each side (included in bleed dimensions shown above).

Safety Margin: Keep all live non-bleed matter 3/8" from the trim edges.

Bleeds available at no additional charge. Bleeds accepted only on half page size or larger.

NON-BLEED Inches - width x height

Two page spread 16-1/4" x 10-1/4"

Full page 8" x 10-1/4"

Half page (horizontal) 8" x 5-1/8"

Half page (vertical) 3-7/8" x 10-1/4"

Quarter page 3-7/8" x 5-1/8"

Cover Wrap 8" x 3-1/4"

Cover Strip 8" x 2-1/8"

***The EDS 2008 Show Daily is published starting on
Monday May 5 and concluding on Wednesday May 7.***

Call today and reserve your space! Contact: Joan Noe; Phone: 614-985-4684;

Fax: 614-985-4683; E-mail: joan@edtmag.com

EDS 2008 Show Daily

Material Submission Requirements

Ads must be submitted on CD. PDF's preferred. Native application files accepted providing they are built using standard Mac-based page layout and graphic applications and must include all artwork, fonts, linking graphics and other elements required to print according to supplied proof. All ads must be accompanied with a hard copy proof representing the complete final content expected. If color accuracy is expected, all ads must include a contract color proof meeting SWOP standards.

Images must be at least 300 dpi at the final desired size and originate in Adobe Photoshop or Illustrator. Line work should be at least 1270 dpi. Fonts need to be Type I Adobe fonts and should not be modified or have any character styling applied from the page layout application. All color should be CMYK. Publisher does not accept responsibility for any type reflow, font substitutions, or any other problems with ad materials that do not meet the requirements outlined here. Deviation from these requirements may result in additional time or cost, or rejection of materials.

Terms and Conditions

Liability.

Publisher reserves the right to hold advertisers and/or agencies jointly and severally liable for money due and payable to the publisher. The advertiser and/or agency to indemnify, defend and save harmless the publisher from any and all loss, expense, and/or liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter), or the unauthorized use of any person's name or photograph, arising from the publisher's reproduction and the publication of such advertisements pursuant to the advertiser's or agency's order. Publisher also reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be waived by acceptance or actual use of any advertising matter.

Publisher is not responsible for missing material or materials that have been supplied incorrectly. Please check your material very carefully before sending. Publisher does not return material after printing. Publisher is not liable for delays in delivery, and/or non-delivery in the event of an Act-of-God, action by any government or quasigovernment entity, fire, flood, typhoon, earthquake, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation of any kind, work slowdown, or any condition beyond the control of the publisher affecting the production or delivery in any manner.

Payment.

Advertiser will be billed on April 22, 2008. Payment is due no later than May 15, 2008. No terms or conditions of purchase orders, different from publishers will be part of any sales agreement, purchase order, or other document unless specifically approved in writing by publisher. Should suit be instituted by publisher to collect any debts of the undersigned, the undersigned agrees to pay all actual costs of collection and attorney's fees and interest on past due amounts at the highest rate allowed by law.

Insertion Orders.

Fax all insertion orders to 614-985-4683. A valid insertion order must contain: Advertiser's name, address, phone number and contact persons name; agency's name, address, phone number and contact persons name, ad title, issue dates and product name; confirmed gross rate; confirmed net rate; special requests with complete instructions; authorized signature. Invalid insertion orders will not be processed by publisher and will be returned to the sales representative, to the client, or to the agency that placed the order.

Cancellations/Changes.

Cancellations or changes are not accepted after the advertising sales close date. Cancellations or changes prior to close date must be received in writing by the advertising sales close date. Cover, premium and guaranteed positions, including ads booked after the advertising sales close date, are non-cancelable.

Mailing Address

Send all materials and payments to:

Joan W. Noe

Custom Media, Inc.

P.O. Box 1676

284 Glen Village Court

Powell, OH 43065

Voice 614-985-4684

Fax 614-985-4683

Attention: EDS Show Daily

Email publisher:

joan@edtmag.com for any details.