

Advertise in the EDS 2010 Show Daily

EDS 2010

NEW LOWER RATES FOR 2010!

Advertising in the Daily is
more affordable than ever!

New Digital Version – Buy an ad in
the print show daily and your ad will be
included in the digital version for FREE!

EDS is the premier
event for the electronics
distribution channel.
The official EDS 2010
Show Daily offers a
unique high-impact
advertising opportunity
to build your brand
awareness with all the
EDS participants during
the event. The Show Daily
will be distributed at EDS
each day along with a
companion digital version
available online.

EDS 2010 Show Daily Advertising Rates

Rates include insertion in all 3 days, May 10, 11, 12, 2010

STANDARD POSITIONS

AD SIZE	B/W	4/C
Full Page	\$3,400	\$4,500
Half Page (horizontal)	2,100	3,200
Half Page (vertical)	2,100	3,200
Quarter Page	1,400	2,500

PREMIUM POSITIONS

AD SIZE	4/C
Cover II	\$5,800
Cover III	5,200
Cover IV	6,200
Center Spread	10,500
Cover Strip (1/4 horizontal)	3,900
1/2 Cover Wrap (4/C one side)	6,100

ADVERTISING DEADLINES & SCHEDULE

Advertising Reservation Deadline: **APRIL 23**

Material Deadline: **APRIL 30**

EDS Show Daily Issue Dates: **MAY 10, 11, 12, 2010**

SHOW DAILY SPECIFICATIONS

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

AD SIZES	WIDTH x HEIGHT
Two-page spread	17" x 11"
Full page	8-1/2" x 11"
Half page (horizontal)	8-1/2" x 5-1/2"
Half page (vertical)	4-1/4" x 11"
Cover Wrap	8-1/2" x 4"
Cover Strip	8-3/4" x 2-1/2"

Bleed Ads: Add 1/8" on
each side to dimensions
shown above for bleed ads.
(bleeds only available on half
page size or larger, and on
cover wrap and cover strip
positions)

Safety Margin: Keep all live
non-bleed images 1/4" from
trim edges

Contact
Lydia Fiorina
now to reserve
your space:

Lydia Fiorina

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Fax: 415-721-0665

lfiorina@jjhs.net

MAY 11-13, 2010

LAS VEGAS, NEVADA, USA

PARIS/BALLY'S HOTEL COMPLEX