



PGA

2010 MERCHANDISE SHOW

PRE-SHOW PLANNER, FLOOR PLAN MAP and SHOW DIRECTORY ADVERTISING OPPORTUNITIES

Rate Card and Insertion Order Form

January 28 –30, 2010

Orange County Convention Center, Orlando, Fla

SHOW DIRECTORY ADVERTISING RATES

Run Of Book Positions

Full Page BW.....	\$2,125
Full Page 4C.....	\$4,095
Half Page BW.....	\$1,680
Half Page 4C.....	\$3,045
Quarter Page BW.....	\$1,045
Logo Ad 4C.....	\$370
Logo Ad BW.....	\$290
Shaded Listing.....	\$300

Special Positions - 10% Premium Charge

Position _____

Special Positions

Post-It Note or Bellyband	\$11,025*
Cover 2 gatefold w/page facing cover 2	\$16,750
Page Facing Table of Contents	\$4,450
Page facing Cover 3	\$4,450
Cover 3 Gatefold	\$11,025
Cover 4	\$8,015
Floor Plan with Call-Out & Full Page Ad	\$10,240
Floor Plan Tab plus page facing (3 pages)	\$9,450
Tab (Two Sides) General Info	\$8,400
Tab (Two Sides) Floor Plans	\$8,400
Tab (Two Sides) Exhibitor Listings	\$8,400
Tab (Two Sides) Export Guide	\$8,400
Tab (Two Sides) Product Guide	\$8,400
Tab (Two Sides) Brand Name Index	\$8,400
Bookmark	\$7,875*
Spine	\$8,400

*Production charges are not included.

PRE-SHOW PLANNER RATES

Run Of Book Positions

Full Page 4C.....	\$2,100
1/2 Page 4C.....	\$1,315
Business Card Size.....	\$790

Special Positions

Inside Front Cover.....	HOLD
Inside Back Cover.....	\$4,200
Back Cover.....	HOLD
Center Spread.....	\$5,250

*production not included

Floor Plan Map Handout

Special Position

- Front Cover.....\$10,000
- Back Cover.....\$7,500

Booth Call-Out Opportunities

- Logo and Highlight on Exhibitor List.....\$2,500

EXHIBITOR INFORMATION

Please Print

NAME / TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL Address

SIGNATURE

DATE

AGENCY INFORMATION

Please Print

NAME / TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL ADDRESS

SIGNATURE

DATE

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FAX OR MAIL INSERTION FORM AND PAYMENT TO:

Lisa Austin

2010 PGA Merchandise Show Advertising

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PHONE 800-477-7726 FAX 941-355-2070

EMAIL: Laustin@reedexpo.com

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.