

ADVERTISE IN THE OFFICIAL PROGRAM & SHOW GUIDE OF THE MIAC/PAL 2009 SHOW!

TARGET : This is an age of Expertise...a Specialist does only one thing well, But sometimes you must reach for a workhorse... **A multi-talented, easily adaptable... Do it ALL...**

MIAC/PAL 2009!

The Show Guide at MIAC/PAL 2009 leaves an impression all year long! It is used throughout the year as an industry reference guide to find products and services, exhibitor contact listings and product descriptions.

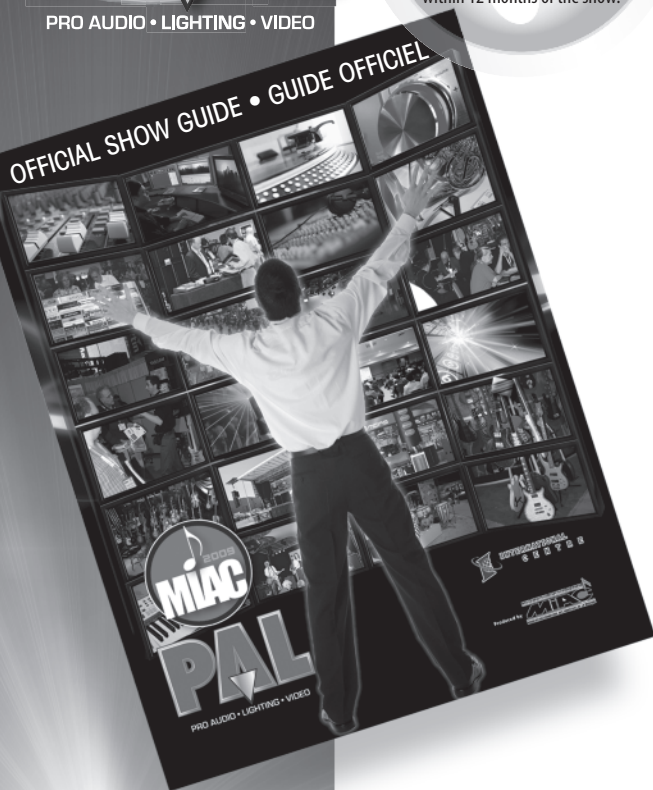
Premium advertising space is available now!

PAL

PRO AUDIO • LIGHTING • VIDEO

85%

of attendees surveyed planned to purchase products / services they saw on the show floor within 12 months of the show.



For more information or to reserve ad space, contact:

MIAC/PAL 2009
Exhibition Management
+1-877-490-6422
+1-877-809-8600 fax
Barbara@miac.net
murton@murtonco.com



CAPTURE BUYER'S ATTENTION!

Do you want your company to stand above the competition?

Your ad in the Official Program & Show Guide will differentiate your company from competitors and attract the most influential buyers to your booth.



YEAR LONG BUYER'S RESOURCE!

The MIAC/PAL 2009 Program & Show Guide is an important industry reference tool. Attendees consult the Program & Show Guide after the show is over, which means repeat exposure and continued recognition for your company all through the year and beyond.



100% REACH, DIRECT TO THE BUYER'S HANDS

Every attendee of the show receives a complimentary copy of the Program & Show Guide. This comprehensive directory includes: an alphabetical listing of exhibitors with complete contact information; product and services description; trade show events; daily program schedules; exhibit floor plan; and much more!



INCREASE BOOTH TRAFFIC

Do you want your booth to be packed with buyers throughout the Show? All attendees are handed a copy of the Program and Show Guide, minutes before they walk onto the show floor.

Your advertisement in the Program & Show Guide will attract attendees to your booth, which will lead to increased exposure!



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**STEP UP
TO THE MIC
AND BE HEARD
BY EVERY SHOW
ATTENDEE!**

85%

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DEADLINE & CLOSING DATES

ALL AD SPACE MUST BE RESERVED
BY **JULY 10, 2009**
MATERIAL DEADLINE:
BY **JULY 17, 2009**

ADVERTISING RATES

PREMIUM POSITIONS

RATES
(Cdn/US Funds)

| | |
|--------------------------|----------------|
| Inside Front Cover (IFC) | \$2,325 |
| Inside Back Cover (IBC) | \$2,325 |
| Back Cover (OBC) | \$2,625 |
| Centre Spread | \$4,025 |

STANDARD ADS

| | |
|------------------------------------|----------------|
| Full Page - 4 Colour | \$1,975 |
| Full Page - B & W | \$1,350 |
| 1/2 Page - 4 Colour (Horz or Vert) | \$1,300 |
| 1/2 Page - B & W (Horz or Vert) | \$ 825 |
| 1/3 Page - 4 Colour | \$ 975 |
| 1/3 Page - B & W | \$ 575 |
| 1/4 Page - 4 Colour | \$ 775 |
| 1/4 Page - B & W | \$ 500 |
| Logo Listing | \$ 160 |

MECHANICAL REQUIREMENTS

| | INCHES WIDE | INCHES TALL |
|-----------------------|----------------|----------------|
| Full-page Bleed | 8.75 | 11.25 |
| Half-page vertical | 3.75 | 10 |
| Half-page horizontal | 7 | 5 |
| Centre Spread - Bleed | 17 | 11.25 |
| Centre Spread - Trim | 16.5 | 10.75 |
| 1/3 Page | 2.25 | 10 |
| 1/4 Page | 3.75 | 5 |

PUBLICATION SPECIFICATION

- Full-trim size is 8-1/4 inches wide by 10 3/4 inches tall.
- Live type page is 7 inches wide by 9 inches tall.
- Offset printing
- Four-colour, 133-line screen
- Saddle-stitched binding

ELECTRONIC FILE SPECIFICATIONS

Please submit electronic files meeting the above requirements and specifications, and:

- Preferred format for all artwork is high resolution PDF files.
- Please attach your designer contact information in case they need to be contacted regarding any of the above information.

If you require further assistance when providing your electronic artwork, please contact Michael Murton at murton@murtonco.com or 416.323.9991