



Show Guide Rates

Publication Date: May 2010
Ad Closing Date: April 16, 2010

The only publication focused on the emergency planning, spill prevention and response, marine salvage, port & maritime security industries for the energy, port, transportation and shipping markets on the Eastern seaboard. This biennial product & service guide, which is also the CLEAN ATLANTIC Official Show Guide is distributed to over 1,000 Spill Coordinators/ Responders, Emergency Response Managers and Regulatory Agencies both at the facility level, as well as headquarters for oil and gas operators, process facilities, petrochemical, refining, chemical and terminal industries.

ADVERTISING RATES:

Ad Size	Cost
Two-Page Spread	\$2,500.00
Full Page	\$1,500.00
1/2 Page Horizontal	\$750.00
1/6 Page Product/Service Description	\$500.00
Business Card Listing	\$250.00

- 20% premium will be added for inside front cover and inside back cover ad placement
- 10% premium will be added for other special positions as available
- No additional charge for bleed advertisements of full page or more. On bleed ads, add 1/8 inch to print image to allow for trim.
- Advertisement rates include four-color process (CMYK) printing. No special colors/metallics.
- Two color insertions – deduct 10%
- Advertisements in black only – deduct 15%
- An agency commission of 15% is allowed to accredited advertising agencies.

BONUS DISTRIBUTION: To all attendees at the CLEAN ATLANTIC Training & Exhibition.

CLEAN ATLANTIC exhibitors deduct 5%. Other discounts may apply.



For Advertising Details Contact Us:
(832) 242-1969 • cleanatlantic@tradefairgroup.com
www.cleanatlantic.org



ART WORK SPECIFICATIONS

AD SIZES

CLEAN ATLANTIC Show Guide

Trim Size	Width (inches)	Height (inches)
Two-Page Spread*	17	11
Full Page*	8.5	11
1/2 Page Horizontal	7.5	4.875
1/6 Page Product/Service Description.	3.75	3.25
Business Card Listing	3.5	2.00

LIVE AREA: On spreads & full page ads, please keep all live matter (copy, logos etc.) at least 1/2" from trim.

STORAGE OF AD MATERIAL: Ad Material will be archived for 12 months and then destroyed unless otherwise indicated in writing. Please keep a copy of the artwork in your own files. TradeFair Group is not responsible for any data losses to the archived material.

* Bleed Ads available on full page or two-page spreads at no additional charge.

ADD 1/8" on all four sides to allow for bleed.

SPECIFICATIONS

ACCEPTED DIGITAL FORMATS

- PDF Hi-resolution (300 dpi minimum) Press-/Print-Optimized—all fonts embedded/all graphics hi-res and linked properly

We can not accept native application files, such as QuarkXPress or InDesign.
Film ads will incur a conversion charge.

PRODUCTION CHARGES

Ads that do not meet the specs listed above or requests for changes to digital ads are subject to production charges.
Contact the production manager for details on production charges.

INSERTS

Contact production manager for specs and shipping instructions for all inserts.

CREATING MATERIALS

- Set up documents to be final ad size (same width and depth as mechanical size).
- Files for full page ads should be set up for BLEED SIZE (8.75" width x 11.25" height).
- Do Not compress linked graphics when preparing PDF.
- All files must be converted to CMYK (NO SPOT COLORS). 2-Color ads must be CMYK builds.
- Trapping must be completed prior to creating final PDF. Trap at .20 pt. and overprint black.

SUBMITTING MATERIALS

- FTP file transfer upload: Contact production for instructions, 713-343-1890 or daniellej@tradefairgroup.com
- E-MAIL ADS less than 10MB to daniellej@tradefairgroup.com
- DVD
- CD-ROM

COLOR PROOFS

Your digital submissions must be accompanied by an accurate SWOP color proof. This proof is used by our printer to match your ad on press.

If you send an inaccurate proof, the reproduction of your ad may not match and Access Intelligence, LLC will not accept responsibility.

ADDRESS FOR SENDING MATERIALS:
TradeFair Group
c/o Danielle Jamar
11000 Richmond, ste. 500
Houston, TX 77042