

## ANNUAL DIGITAL PLANT OFFICIAL CONFERENCE & TRADE SHOW GUIDE

**Publication Date:** February 2010  
**Ad Closing Date:** February 5, 2010

Over a thousand senior executives and technologists from around the world will come to DIGITAL PLANT 2010 looking for the best new idea, practices and technologies. This annual product and service guide will be distributed to CIOs, CTOs and other senior engineering, operations, maintenance and IT leaders in the chemicals/petro chemicals, oil and gas, power/energy and shipbuilding industries.

### ADVERTISING RATES:

Ad Size	Cost
Front Inside Cover .....	\$3,998.00 (SOLD OUT)
Back Outside Cover .....	\$3,998.00
Back Inside Cover .....	\$2,498.00
Two-Page Spread .....	\$1,398.00
Full Page .....	\$798.00

- 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.



16TH ANNUAL

# DIGITAL PLANT™ 2010

• INCORPORATING DARATECHPLANT

## ART WORK SPECIFICATIONS

### AD SIZES

Trim Size	Width (inches)	Height (inches)
Two-Page Spread* . . . . .	17	11
Full Page* . . . . .	8.5	11

\* 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.**

**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. Access Intelligence, LLC is not responsible for any data losses to the archived material.

### 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.

#### ADDRESS FOR SENDING MATERIALS:

TradeFair Group  
11000 Richmond, Suite 500  
Houston, TX 77042  
Attn: Danielle Jamar

#### SUBMITTING MATERIALS

- FTP file transfer upload: Contact production manager for instructions,
- E-MAIL ADS less than 10MB to [daniellej@tradefairgroup.com](mailto: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.

[www.digitalplantexpo.com](http://www.digitalplantexpo.com)