

PROMO

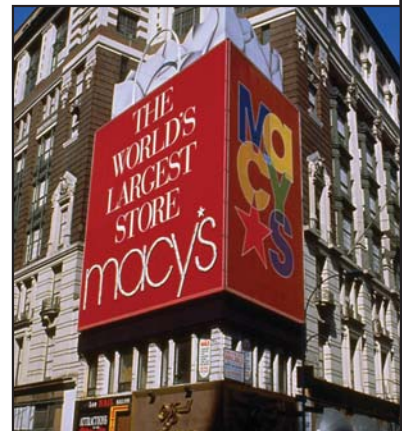
IDEAS • CONNECTIONS • BRANDS

WWW.PROMOMAGAZINE.COM

2006 PLANNING GUIDE
subscriber information, editorial calendar,
franchise opportunities, rates & production specs



Ideas Connections Brands



The PROMO Franchise

The stakes are higher than ever for promotion marketers, as new laws, measurability standards and ROI mandates have raised the bar for marketers across all types of companies and markets. Plus, there are more media channels and innovative tactics than ever before to connect with consumers—from guerilla marketing to reality show product placement to text messaging.

For more than 18 years, PROMO magazine has been a strategic partner for the most senior-level brand and agency marketers. PROMO provides the **IDEAS** they need to create powerful promotions: behind-the-scenes insights; case studies of results-winning campaigns; and definitive analyses of industry trends. PROMO helps marketers make **CONNECTIONS** with the suppliers they need to make their promotions happen; and integrate each promotion tactic seamlessly into their overall strategies for building strong, profitable **BRANDS**.

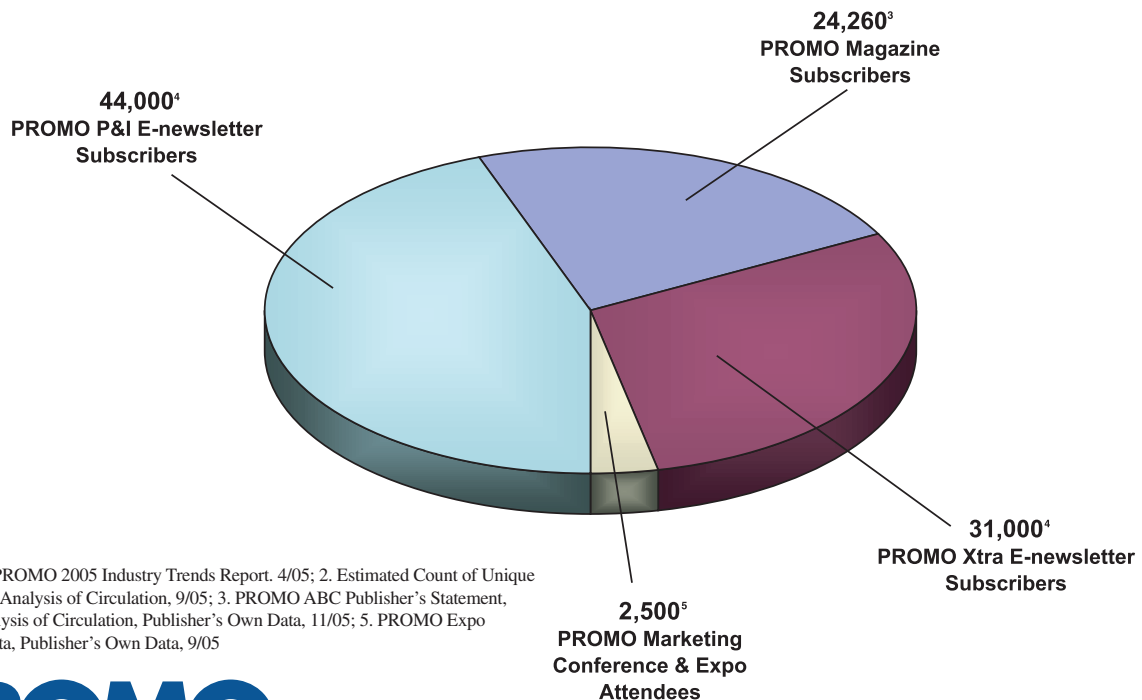


The growth of promotion spending signifies its importance to marketers.

- Overall promotion spending in 2004 was **\$313.2 billion**, a growth rate of 8.9%¹
- **55%** of total marketing spending is allocated to consumer and trade promotion¹
- In 2004, **73%** of brands reported that some portion of their ad budgets went to promotion-related ads¹



Total Unique Customers Across the PROMO Franchise: 55,774²



Sources: 1. PROMO 2005 Industry Trends Report, 4/05; 2. Estimated Count of Unique Subscribers, Analysis of Circulation, 9/05; 3. PROMO ABC Publisher's Statement, 6/05; 4. Analysis of Circulation, Publisher's Own Data, 11/05; 5. PROMO Expo Attendee Data, Publisher's Own Data, 9/05



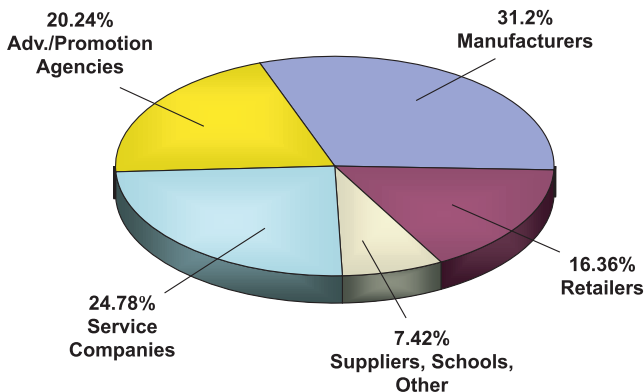
For more information, visit www.advertisers.promomagazine.com

PROMO—The Magazine

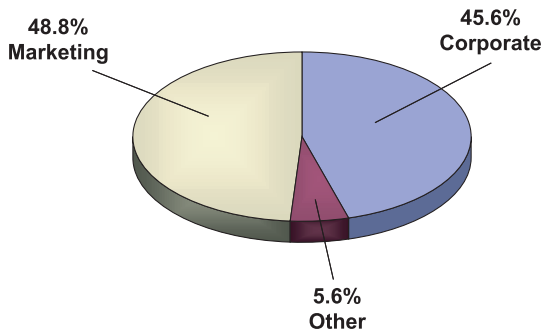
PROMO connects you with senior-level executives who control promotion purchasing for large companies.¹

- **91%** of subscribers are involved in the selection of promotion-related programs, products and services for their companies
- Average experience in the promotion industry: **14 years**
- Average total annual revenue per company: **\$162 million**
- Average number of employees per company: **702**

PROMO subscribers are at the companies you need to reach²



PROMO subscribers have the key titles you need to reach²



PROMO increases your potential lead generation and marketing ROI with solutions that reach an active, responsive audience.¹

- **71%** of subscribers have taken at least one action as a result of seeing an ad in PROMO
- **31%** have contacted an advertiser via e-mail, fax or telephone
- **45%** have visited an advertiser's Web site

PROMO ensures that your message reaches decision makers who actively plan and purchase throughout the year.¹

- Subscribers are involved in planning an average of 10 promotion campaigns per year; 35% are involved in planning 10 or more campaigns per year
- On average, 4 people per organization are involved in the purchasing process for promotion-related programs, products and services
- On average, subscribers say their organizations own 9 product lines/brands

Percentage of PROMO subscribers who are specifically involved in purchasing:¹

Ad specialties	56%
Advertising/media placement	51%
Event marketing	50%
E-mail marketing	44%
Direct marketing/database services	42%
Premiums/incentives	42%
Custom apparel	40%
Account-specific marketing	41%
Games/contests/sweeps	31%
Fulfillment	30%
Interactive marketing	28%
Loyalty marketing	28%
Product sampling	28%
In-store marketing/POP displays	27%
Coupons	25%
Entertainment tie-ins	22%
Youth/College marketing	18%
Mobile marketing programs	17%
In-pack/on-pack promotions	16%

Sources: 1. PROMO Reader Profile Study, Corporate Research, 5/05; 2. PROMO ABC Publisher's Statement, 6/05

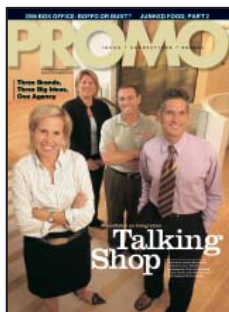
The PROMO Franchise

Targeted opportunities in print and online.

PROMO

Ideas. Connections. Brands.

PROMO magazine is the award-winning resource for all promotion marketers, and provides the ideas they need to create powerful promotions: behind-the-scenes strategic insights; tactical “how-to” information; case studies of results-winning campaigns; and definitive analyses of trends across the industry. PROMO also helps marketers integrate each promotion tactic—from ad specialties to licensing to sampling—seamlessly into their overall brand strategies.



Sourcebook 2007

Published in October and available year-round on promomagazine.com, the Sourcebook reaches your prospects at the most critical stage of the buying cycle—right when they’re ready to buy. Enhanced print and online listings and display ads ensure that your company name jumps off the page and prompts a phone call.



Early Bird Deadline: 4/14/06;
Print Listing Deadline: 5/26/06
Display Ad Close: 8/04/06; Materials Deadline: 8/11/06
Bonus Distribution: PROMO Marketing Conference & Expo

promomagazine.com

This comprehensive Web site for marketers provides visitors with targeted content categories on event marketing, sampling, premiums, and more. *Promomagazine.com* also provides breaking news, exclusive online content, access to industry research, PROMO’s online Sourcebook, searchable archives, and much more!

Take advantage of *promomagazine.com*’s many flexible online opportunities and shape an integrated program that meets your specific marketing needs.

PROMO’s E-Special Reports

These custom e-reports from the editors of PROMO, published 6 times per year, focus on news, emerging trends, critical issues and research in specific promotion sectors and tactics. They offer marketing opportunities that strategically position your message to a targeted audience.

Source: 1. Analysis of Circulation, Publisher’s Own Data, 10/05.



This critical e-newsletter from the editors of PROMO (3x per week) provides breaking industry news on mergers, launches, new campaigns, and more. *PROMOXtra* is a cost-effective marketing tool to help you maintain the contact with customers and prospects that’s critical to your business.



This bi-weekly e-newsletter covers news and trends in the premiums and incentives business. *P&I* provides insights on the latest products, innovations, company news, launches, and more. It lets you reach more than 44,000¹ buyers who need to stay up-to-date on the newest ideas and best suppliers for their programs. Sponsorship opportunities are available to help you generate the leads you need to win new business.



PROMO’s Interactive Marketing Awards honor the best and brightest in effective interactive marketing—and recognize the valuable role that interactive tactics play in motivating consumer response and creating strong, exciting brands. The program features multiple categories that recognize the diverse array of interactive tactics—from text messaging, to multichannel tie-ins, to online contests. Winners are recognized at the Interactive Marketing Summit in March 2006. Visit www.promomagazine.com for complete entry information.



Presented by PROMO, the EMMAs are the premier accolade for outstanding entertainment tie-in promotions—and the teams that create them. If you join with other brands or entertainment properties for innovative campaigns that deliver great buzz and big results, the EMMA Awards provide the recognition that your tie-in partners and your marketing team deserve. The winners are recognized during an awards ceremony at the PMA’s Star Power Conference held in May 2006. Visit www.promomagazine.com for complete entry information. Entry submission deadline is March 11, 2006.



For more information, visit www.advertisers.promomagazine.com

PROMO and PROMO Live

The complete solution to reach major brand and agency marketers



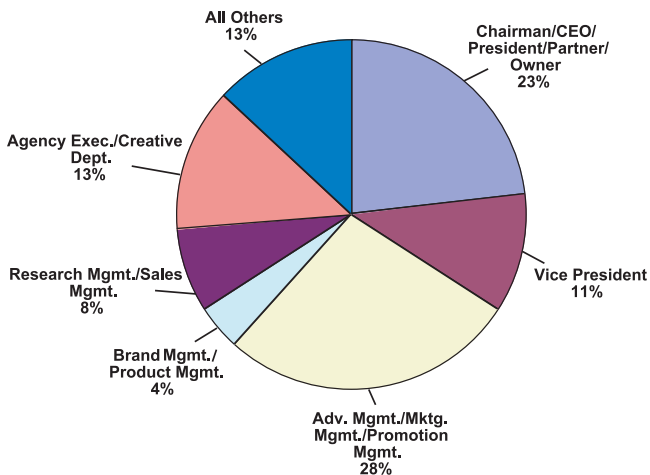
October 10-12, 2006

Navy Pier, Chicago, IL • www.thepromoevent.com

PROMO Live is the experiential arm of the PROMO franchise and offers a comprehensive educational program, diverse exhibit hall and unique networking opportunities for more than 2,500 marketing professionals. Gain visibility and leads from attendees who are senior-level marketers and decision makers with buying power. Visit www.thepromoevent.com, or contact Jerry Busker, Sales Manager, (203) 358-4135, jbusker@prismb2b.com

PROMO Expo Attendees' Job Titles¹

- **91%** of attendees visit the exhibit hall¹



- **85%** are involved in purchasing products and/or services¹
- Attendees have an average promotion budget of **\$4.5 million+**¹

For companies that want to establish themselves as market leaders, advertising and trade shows work hand-in-hand. Frequent advertising in PROMO shortens your sales cycle by building awareness, arousing interest and generating leads. PROMO Marketing Conference & Expo brings you face-to-face with marketing professionals who are decision makers. This winning combination is a proven way to build your brand.

- **90%** of trade show attendees have not been called upon face-to-face by any exhibiting companies in the 12 months prior to an event²
- **77%** of executive decision makers found at least one new supplier at the last show they attended²
- **75%** of attendees come to trade shows knowing some of the companies and/or products they want to see²

PROMO's Prestigious Award Program



The annual PRO Awards recognize outstanding U.S. promotion marketing campaigns in 20 categories. Now in its 16th year, the PRO Awards are the Gold Standard of recognition for top promotion marketing professionals. Winners are announced at the gala PRO Awards ceremony during PROMO Live. For more information, contact Marci Werner, Director, (203) 358-4397, mwerner@prismb2b.com.

Sources: 1. PROMO Conference and Expo 2003 Attendee Study, Corporate Research Dept., 12/03; 2. Center for Exhibition Industry Research, 2002.



For more information, visit www.advertisers.promomagazine.com



Online Marketing Opportunities



PROMOXtra E-newsletter

This informative e-newsletter from the editors of PROMO delivers up-to-date industry news 5 times per week on mergers, launches, new campaigns, and more.

RATES:

Top Position (1 p/issue rotates):	\$800
Middle Position (1 p/issue rotates):	\$800
Bottom Position (3 p/issue):	\$700

SPECS:

60-word maximum listing, including headline, URL and contact information.

PROMO's E-Special Reports

Custom *E-Special Reports* from the editors of PROMO provide timely insights into emerging trends, critical issues, news and research on specific sectors including Premiums/Incentives, Event Marketing, Direct Marketing and more. It's targeted editorial that keeps marketing professionals current on the latest information.

Sponsorship opportunities are available and provide brand recognition and immediate ROI to help your business grow.

- Sponsorship of an *E-Special Report* delivers your message in a targeted editorial environment to 30,000¹ customers and prospects in an HTML e-mail.
- Your sponsored *E-Special Report* is also posted on a dedicated section of the PROMO Web site.

E-News Special Report Sponsorship Ad Specs:

- Full banner: 468 x 60
- Side tower/banner: 120 x 600
- Two (2) 50-word text ads with link to your URL
- Unlimited links and photos

Webinars

Sponsor a roundtable discussion to be webcast over the Internet to our target audience. We'll drive our readers to register and use our media assets to ensure that you capture highly qualified leads that can be retained, tracked and prospected in real time.

**For Sponsorship/Advertising information, please contact
Barbara Paul, (203) 358-4320
bpaul@prismb2b.com**



P&I E-newsletter

P&I is the bi-weekly e-newsletter that covers the premiums and incentives business and provides insights on the latest products, innovations, company news, launches, and more. Sponsorship opportunities are available—468x60 rotating top banner once per month, plus text ad with button; and 120x240 Side Towers.

promomagazine.com

Promomagazine.com is the online resource for promotion marketers and offers breaking industry news; easy to use supplier sourcing tools; access to industry research; a searchable archive of PROMO articles; and more. The site provides access to high-level marketers who search for information and suppliers online.

Visitor Stats:

- *Promomagazine.com* gets more than 300,000 page views per month²
- 42% of visitors spend more than \$500,000 annually on promotion products/services for their companies and/or clients³
- 45% visit the site at least once per month³

Promomagazine.com offers flexible online opportunities and helps you shape an integrated program that meets your specific marketing needs.

Online Display Ads (Banners and Buttons)—Numerous sponsorship ad placements, strategically positioned for maximum visibility and impact

Targeted Content Sponsorships (Contextual Advertising)—Target only readers who are interested in your market segment and own that category

E-Mail Blasts—Send your message to PROMO's customized list of top industry professionals

Custom E-Newsletters—Create your own e-newsletter with exclusive content and frequency, and deliver to PROMO's audience

Microsites—Utilize our targeted Web sites, e-newsletters, and other media to drive qualified users to exclusive, relevant content that you sponsor

Webinars/Webcasts—Sponsor educational and informative multimedia presentations and capture quality leads and feedback from industry decision makers

White Papers/Research—Share your unique research/data with PROMO's audience, strengthen your brand and generate leads via registration information

Source: 1. Analysis of Circulation, Publisher's Own Data, 7/04; 2. Analysis of Site Traffic, PIRT Group, 9/05; 3. PROMO Web site Pop-up Survey, Corporate Research Dept., 7/05



For more information, visit www.advertisers.promomagazine.com

Additional Marketing Opportunities

Sourcebook 2007

The ultimate print and online supplier sourcing tool for more than 48,000¹ **PROMO** readers at consumer products companies, Fortune 500 firms, retailers and top promotion agencies. It delivers exactly what you need to drive your business: targeted, powerful buyers, print and online visibility, year-long value and exposure.



A full range of listing packages offers high visibility for your company and gives marketers key information about your products and services. Deliver your message to thousands of brand and agency marketers who create and implement campaigns all year long.

LISTING RATES

- Main Listing (50 words)—\$995
- Additional Listings/logos/photos in other categories:
 - 50% discount, same size or smaller than largest listing
- Each Additional 25 words—\$250
- Each logo and/or photo (4-Color or B&W)—\$350

PROMO Resource/Agency Center

This monthly buyers' guide to promotion products and services appears in each issue of **PROMO**. It's an economical way to keep your message at readers' fingertips all year long and it offers visibility in a multimedia package that includes print, online, e-newsletter (including links) and an audio postcard.

- Basic Listing (1 Line)—\$795
- Additional Listing—\$332 per line
- High Visibility Listing (2 Lines)—\$1,260
- Additional Lines—\$332 per line

IMPACT DISPLAY LISTING

- 1"H x 3 3/8"W—\$2,545
- 2"H x 3 3/8"W—\$4,200
- 3"H x 3 3/8"W—\$5,855
- 2-Color (Black + Red, Cyan, Magenta or Yellow): \$380
- 4-Color (From Process): \$820

AGENCY CENTER ONLY

- Impact Display Listing
- 4"H x 3 3/8"W—\$7,630

DESIGN/PRODUCTION

- If electronic/MAC format not supplied: \$55 per ad
- Revisions: \$40 per ad

Additional Listings @ 25% Discount (same size or smaller than first listing)

JOBzone Classifieds

With a stronger job market, now is the right time to reach qualified brand and agency marketers with classified ads in the print magazine and in *PROMOXtra* and *PROMO P&I*.

PRINT RATES AND SPECIFICATIONS:

- \$250 net per column inch
- 1 column = 1 3/4" Production: \$35
- 2 columns = 3 3/4"
- 3 columns = 5 3/4"

*Space reservations for artwork due one day before close. No cancellations after close. Line ads not available in classified sections.

ONLINE RATES AND SPECIFICATIONS:

- \$350 net for three issues of *PROMOXtra*
- \$300 net for two issues of *PROMO P&I*
- \$350 net for two weeks on promomagazine.com

Classifieds can be up to 10 lines excluding the header and appear as one block, in upper and lower case characters, without paragraphs (60 characters per line, including spaces). Ads must be received at least one week before *PROMOXtra* or *PROMO P&I* is sent.

Classified ads must be pre-paid, MasterCard, American Express and Visa are accepted. All rates are net.

PROMO's Products & Tools

Featured every month in print, the Products & Tools section includes a product photo, brief descriptive copy and contact information on the latest premium and incentive products.

- \$1,295 net for 1 month
- Provide 2" x 2" product photo, 50 words (maximum) text of the company description, contact information, company name, 800 number, Web site address and e-mail address

For more information on advertising in Sourcebook, Resource/Agency Center, JOBzone Classifieds and Products & Tools, contact:

Alan Steen
(203) 358-4191; FAX (203) 358-5814
asteen@prismb2b.com

PROMO Magazine
11 River Bend Drive South, P.O. Box 4949
Stamford, CT 06907-0949

Impact Advertising Solutions

Stand out from your competitors with creative, unique specialty options • gate- and barrel-fold covers • cover tip-ons, inserts, tip-ins • pre-printed polybags • conference sponsorships • and more. Ask your sales representative for more details.

2006 Display Advertising Rates

Effective with January 2006 issue. Gross rates.

Four Color Rates

	1x	4x	7x	10x	13x	18x	24x
Spread	\$17,185	\$15,005	\$14,370	\$13,250	\$12,500	\$11,255	\$10,685
Full Page	8,865	7,765	7,450	6,885	6,510	5,880	5,645
2/3 Page	7,695	6,735	6,475	6,010	5,685	5,190	4,995
1/2 Island	6,590	5,795	5,585	5,255	5,005	4,645	4,405
1/2 H	6,360	5,570	5,370	5,025	4,785	4,425	4,270
1/3 V	4,945	4,335	4,185	3,900	3,695	3,380	3,250
1/3 SQ	4,770	4,170	4,025	3,755	3,575	3,260	3,145
1/4 Page	4,195	3,675	3,560	3,325	3,185	2,935	2,850
1/6 Page	3,405	2,990	2,920	2,755	2,650	2,475	2,405

Black & White Rates

	1x	4x	7x	10x	13x	18x	24x
Full Page	\$6,615	\$5,765	\$5,445	\$4,885	\$4,515	\$3,885	\$3,640
2/3 Page	5,445	4,735	4,460	4,010	3,685	3,190	2,990
1/2 Island	4,350	3,785	3,580	3,245	3,000	2,635	2,400
1/2 H	4,115	3,570	3,365	3,030	2,785	2,420	2,260
1/3 V	3,405	2,955	2,800	2,525	2,310	1,995	1,875
1/3 SQ	3,220	2,795	2,650	2,365	2,195	1,880	1,770
1/4 Page	2,655	2,300	2,185	1,950	1,805	1,555	1,455
1/6 Page	1,860	1,610	1,540	1,380	1,270	1,095	1,020

Premium Positions (4/C charge included)

	1x	6x	13x
French Gate Cover	\$23,310	\$21,065	
Cover 2	9,875	8,335	7,875
Cover 3	9,455	8,120	7,600
Back Cover	11,120	9,310	8,870

* Production charges extra

No charge for bleed.

Color Rates (add to B&W earned frequency rates)

2nd Color, 1/2-Full Page Units	\$790
2nd Color, 1/3-1/6 Page Units	\$555
2nd Color, Matched/PMS	\$530

Inserts: Please contact your sales representative for complete costs, specs and shipping instructions.

Visit www.advertisers.promomagazine.com for additional rates:

Sourcebook, Resource Center, classifieds, online opportunities, sponsorships, and e-newsletter rates.

SPECIAL POSITIONS: In addition to cover positions, special positions may be available. Contact your advertising sales representative for availability and to request a premium/special position. Exact position and charge must be indicated in space order and authorized by publisher. Positions are subject to availability and color capability.

INSERTS: Please contact your sales representative for complete costs, specs and shipping instructions.

COVER POSITIONS: (See published rates.) Available on the basis of a minimum six-time contract only. Can be cancelled only on a written 60-day notice prior to closing date.

COPY CHANGES: When change of copy is not received by closing date, copy furnished or run in previous issue will be printed at the sole discretion of the Publisher.

CONVERSION/HANDLING CHARGES: Conversion to Publisher's requirements will be billed at Publisher's cost.

RATE POLICY AND CONTRACT PROVISIONS: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any

amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

AGENCY COMMISSION: 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY: Advertiser and Advertising Agency are jointly and severally liable for payment. The Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

CANCELLATION POLICY: Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

ERROR LIABILITY LIMIT: The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

SHORT RATE PROTECTION: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

RATE CARD IN EFFECT: Advertising rates, terms

and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

TERMS OF SALE: Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed. The Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

LINE OF CREDIT: Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the Publisher, and no advanced notification is promised or implied.

PAST DUE ACCOUNTS: Orders may be held at the Publisher's sole discretion.

COLLECTION RELATED ISSUES: If the Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

JURISDICTION: Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

NOTIFICATION TO PUBLISHER: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.

DEFINITIONS: As used in this section and this rate card, the term "Publisher" shall refer to the publication and its parent company.



For more information, visit www.advertisers.promomagazine.com

Production Specs

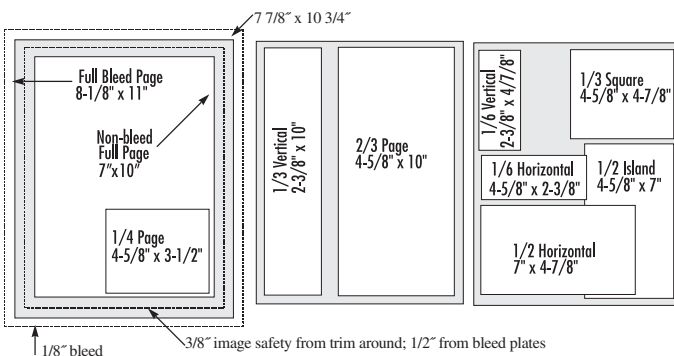
MECHANICAL SPECS—THE MAGAZINE

PROMO is manufactured CTP (Computer-To-Plate). Therefore, advertising materials must arrive in an electronic format.

PUBLICATION TRIM SIZE: 7 7/8" x 10 3/4"

DISPLAY AD SIZES

Non-Bleed	Width x Depth
Full page:	7" x 10"
Two page spread:	14 3/4" x 10"
2/3 page:	4 5/8" x 10"
1/2 page horiz:	7" x 4 7/8"
1/2 page island:	4 5/8" x 7"
Non-Bleed	Width x Depth
1/3 page square:	4 5/8" x 4 7/8"
1/3 page vert:	2-3/8" x 10"
1/4 page:	4 5/8" x 3 1/2"
1/6 page vert:	2-3/8" x 4 7/8"
1/6 page horiz:	4 5/8" x 2 3/8"
Bleed	Width x Depth
Full page:	8 1/8" x 11"
Two page spread:	16" x 11"



Cover Gatefold: see cover gatefold specification sheet or contact advertising production manager. Note Regarding Spreads: On ROP or insert spreads, allow for the spine trim of 1/4" (1/8" each side of center). Be sure to design for appropriate gutter clearance. Allow 1/4" (1/8" each side) for critical image and type across spreads.

SPACE UNIT SIZE IN INCHES: Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

GENERAL SPECIFICATIONS

Printing Method: Web Offset

Binding: Perfect Bound

Paper: Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood finish

Ink: SWOP standard and four-color process

SHIPPING INSTRUCTIONS: Send all contracts, orders, insertion instructions, advertising material, and correspondence to: Production Coordinator, PROMO Magazine, 9800 Metcalf Ave., Overland Park, KS, 66212, dstraughen@prismb2b.com, Phone: (913) 967-1814; Fax: (913) 514-6814.

For complete preparation guidelines and file delivery information, please contact the publication Production Coordinator.

DIGITAL AD SPECIFICATIONS

PDF Format: Advertisers should submit PDF and PDF/X1-A files that are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit www.prismb2bads.com. PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

- **Preferred Applications:** Ad layouts should be created using either QuarkXPress™; or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.
- **Proofs:** Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.
- **Photos:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.
- **Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.
- **Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.
- **Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.
- **Fonts:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.
- **Lettering:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.
- **Media:** Mac or IBM CD, Zip 100, floppy or FTP Upload: <ftp://adclient:adclient@ftpserver2.prismb2b.com/adclient/Promo> or e-mail: dstraughen@prismb2b.com.
- **Film Conversion:** Ad materials supplied as film will be converted to a digital file at a cost of \$50.00 per ad.

INSERTS: Contact advertising representative for rates, production specs and shipping instructions or visit www.prismb2bads.com.

Online Ad Technical Specifications

More detailed specs available upon request

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven

Will accept for testing: DHTML, Audio, Real, Shoshkeles, Tomboy

Non-accepted formats: Java, Java Applet, Video

3rd Party Ad Serving: Most 3rd Party Ad Tags accepted, including DART (internal redirect), Bluestreak, MediaPlex, and Atlas. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and file sizes: 120x600, 240x400, 250x250: 25K; 468x60, 180x150, 125x125, 120x240: 15K; 234x60: 12K; 120x60: 8K Frames and looping: Maximum frames=4; looping=3 times

Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

Cancellation policy: Banners, sponsorships, and e-newsletters require a 2-week written cancellation notice.

Resources & Opportunities

Related Publications include:

Marketing: *DIRECT, Multichannel Merchant, Retail Traffic, Wearables Business*

Meetings & Events: *Association Meetings, Corporate Meetings & Incentives, Financial & Insurance Meetings, Medical Meetings, Religious Conference Manager, Special Events Magazine*

Lists and Databases

Achieve targeted, high-response communication in your market by selecting from a database of more than 3.2 million recipients and buyers of products and services. Postal, telemarketing and e-mail lists are available to rent from our qualified subscriber lists, trade show attendees and book buyers. Pick the demographic and geographic selection that is right for your promotion.

For more information, contact our list manager, Marie Briganti at (845) 732-7054 or Marie.briganti@walterkarl.infousa.com.

Article Reprints

When your company, its products, or people receive editorial coverage, you'll want to spread the good news. Custom article reprints are high-quality reproductions of the original article reformatted to meet your special needs. You can add your company's logo, an advertisement, or brief marketing copy to create a one-of-a-kind promotional piece that will impress your clients and prospects. Paper and electronic versions are available at attractive rates. Reprints make ideal collateral for direct mail campaigns, tradeshow handouts, investor relations materials, and media kits. Posters, plaques, and postcards can also be created to feature your coverage.

For further information, contact FosteReprints at 866-436-8366 (outside the U.S. and Canada call +1-219-879-8366).

Ad Reprints

Your PROMO Magazine Sales Representative will be happy to provide quotes on reprinting your advertisement for additional distribution.

Custom Publishing/Research/White Paper

Custom publishing can be an important marketing tool for building your company's brand loyalty, allowing you to create and maintain an effective, personalized relationship with your customers. Turnkey custom publishing services are offered, providing content and distribution strategies.

For additional information, contact your Sales Representative.

Webinars

Sponsor a roundtable discussion to be webcast over the Internet to our target audience. We'll drive our readers to register and use our media assets to ensure that you capture highly qualified leads that can be retained, tracked and prospected in real time.

Notemarks™

Notemarks is a patented, functional advertisement that keeps your message in front of readers as they move through a print magazine. A full-page, two-sided advertisement that is printed on heavy, premium paper stock, Notemarks can be separated into two parts that both include space for your message—one remains bound in the issue, and one is removed and used as a bookmark and notepad. Increase your reach and get more exposure with this innovative advertising tool.

For more information, contact your Sales Representative.

For information on any of PROMO's advertising opportunities, or to build a customized, integrated program that meets your specific needs, contact:

**Barbara Paul, (203) 358-4320
bpaul@prismb2b.com**

For information on advertising in Sourcebook, Resource/Agency Center, JOBzone Classifieds and Products & Tools, contact:

**Alan Steen, (203) 358-4191
asteen@prismb2b.com**



249 West 17th Street, 3rd Floor, New York, NY, 10011
phone (212) 462-3600, fax (212) 462-8345

11 River Bend Drive South, Stamford, CT 06907
phone (203) 358-9900, fax (203) 358-5814

www.promomagazine.com

For more information, visit www.advertisers.promomagazine.com

PROMO 2006 Editorial Calendar

PRINT MAGAZINE					ONLINE CONTENT			
	SPECIAL FEATURE	RESEARCH FOCUS	DEPARTMENT HIGHLIGHTS	BONUS DISTRIBUTION	ONGOING COVERAGE	CONTENT TIE-IN TO MAGAZINE	WEBINARS	E-SPECIAL REPORTS
JANUARY Ad Close: 12/7/05 Materials due: 12/14/05	• Year in Review: brands, campaigns and events that shaped the industry	• Event marketing research and trends analysis	• Toeing the line: legal and regulatory review for contest planners • Creating P-O-P impact in mass-merch settings	• The Special Event	Marketers: Covers brands and brand executives Hot Properties: Eye on Hollywood and everywhere marketing and entertainment intersect Agencies: On the shops, public and private, that are pushing the envelope Channels: Focuses on bricks-and-mortar retailers, as well as virtual retailers Consumers: Spotlights various demographic sub-groups on the marketer's radar screen Backward Glance: A look back on campaigns that succeeded—or stumbled—memorably In My Opinion: Voices of the industry, with provocative ideas on today's issues In the News: Industry highlights, at presstime; campaign showcase; bulleted recap of news covered during the month in our e-newsletters Department and feature coverage includes: • Games, contest and sweepstakes • Event marketing • Gift cards • Premiums & incentives • Database/direct marketing • Licensing • Interactive marketing • Sports marketing • Entertainment marketing • Fulfillment • Sampling • Product placement	• Event research data available for download	The Future of Branded Entertainment	Premiums & Incentives
FEBRUARY Ad Close: 12/28/05 Materials due: 1/5/06	• GameTime: Product placement in online/offline games • Cause marketing best practices and innovation		• On tour for Spring Break • Q&A with packaging experts • Gift cards	• International Toy Fair		• Cause marketing planner chart—events and programs seeking brand partners		
MARCH Ad Close: 2/2/06 Materials due: 2/13/06	• Using experiential marketing to enhance loyalty	• Interactive marketing: preliminary findings	• Playing nice: getting agencies to work together • Good sports: brands warm up for spring sports sponsorships	• Annual PMA Convention • 2nd Annual Interactive Marketing Conference		• Interactive research data available for download		SOLD: Interactive/Online Marketing
APRIL Ad Close: 3/3/06 Materials due: 3/17/06	• Tracking online and print coupon performance • Top interactive marketing campaigns	• 2006 Industry Trends Report , including analysis of spending across 14 marketing tactics	• Interactive marketing research • Toy Fair recap with trends-spotting	• The Incentive Show		• Industry Trends research data available for download • Coupon planner chart, with audience and schedule details	When Media Supports Promotion	
MAY Ad Close: 4/3/06 Materials due: 4/14/06	• EMMA winners: campaign studies • Advertorial: IMA Supplement	• Entertainment marketing trend analysis	• Improving security in games, contests and sweepstakes	• PMA Star Power		• Entertainment research data available for download		Integrating Event Marketing Into Long-Term Branding
JUNE Ad Close: 5/4/06 Materials due: 5/16/06	• 2006 Agency of the Year	• PROMO 100 Ranking of Marketing Agencies, by revenue, growth and campaign work	• Licensing trends	• Licensing Show • DM Days New York		• Expanded coverage of the PROMO 100 agencies, with campaign samples and more		
JULY Ad Close: 5/30/06 Materials due: 6/12/06	• B-to-B Marketing: Creating Brand Ambassadors	• Annual Salary Survey: Focus on Agency Employees	• Loyalty/frequency programs • The upcoming TV season and opps for brands			• Salary research data available for download	Maximizing the Impact of Premiums & Incentive Programs	SOLD: Games, Contests & Sweepstakes
AUGUST Ad Close: 6/28/06 Materials due: 7/13/06	• Can marketing metrics be fixed?		• Back-to-school campaigns					
SEPTEMBER Ad Close: 8/2/06 Materials due: 8/14/06	• Beyond Retailtainment: new ideas for in-store marketing	• Premiums & Incentives: research and trends analysis, Part 1	• Building sampling programs that translate to sales • Profiles of the 2006 PRO Award finalists	• Motivation Show • The L.A. Road Show		• P&I research data available for download • 2006-07 sampling planner chart, with audience and schedule data		Leveraging the Database
2007 SOURCEBOOK Ad Close: 8/4/06 Materials due: 8/11/06	• The comprehensive guide to suppliers and agencies serving the marketing industry, available all year long at promomagazine.com and in a print version distributed in October 2006.			• PROMO Marketing Conference Expo • DMA Annual Conference			Tracking the Success of Your Marketing Event	
OCTOBER-SHOW ISSUE Ad Close: 9/5/06 Materials due: 9/14/06	• PROMO Roundtable: Brand Executives Speak Out	• Premiums & Incentives: research and trends analysis, Part 2	• 2006 Movie Preview: Brand tie-ins opportunities	• PROMO Marketing Conference Expo • DMA Annual Conference				
NOVEMBER Ad Close: 10/4/06 Materials due: 10/16/06	• Top Campaign of the Year • 2006 PRO Award winners		• Highlights from Expo 2006 • Hitching your brand to music			• Case studies of the latest PRO Award-winning campaigns		In-Store Marketing
DECEMBER Ad Close: 10/30/06 Materials due: 11/9/06	• Marketers of the Year: The people who pushed promotion to new levels		• Building CRM into sales promotions • Best 2006 campaigns from international markets					