

SHOW Daily from



Expand Your NRA Show Exposure

Only Show Daily Advertisers Receive:

- Coverage in Show Daily – the source of NRA Show news for over 20 years
- The brand-name recognition and integrity of RESTAURANT HOSPITALITY and FOOD MANAGEMENT magazines
- Guaranteed three-day distribution to 50+ show-affiliated hotels, including in-room delivery
- Prominent distribution on the NRA Show floor
- Daily coverage of NRA Show activities and show-related happenings in Chicago
- Meaningful editorial content complements every advertising page



New! The Show Daily Advantage

- Advertisers in the SHOW DAILY receive additional product coverage via RESTAURANT HOSPITALITY and FOOD MANAGEMENT's well-established e-newsletters delivered to more than 35,000 commercial and noncommercial operators prior to NRA Show.
- Generate enhanced brand exposure, plus expanded web traffic
- Put the power of RESTAURANT HOSPITALITY and FOOD MANAGEMENT's proven integrated solutions to work, increasing the pre-show excitement necessary to ensure a successful event
- Coupled with your advertisement in SHOW DAILY, your brand will capture the attention of attendees to make your booth a "destination stop"

Every full-page advertiser in the NRA Show Daily qualifies for a 500-word company profile and daily product releases!

(See reverse side for rates, mechanical specifications and space reservation form)

NRA 2008 Show Daily Rates

May 17-19, 2008

4-Color Space: Page Spread

Tab Page	\$16,895	\$23,280
Jr. Page	\$10,200	\$13,495
1/2 Page	\$ 8,755	NA
1/3 Page	\$ 7,110	NA
1/4 Page	\$ 4,430	NA

Supplied Inserts:

2 Page	\$ 9,170	NA
4 Page	\$14,215	NA
BRC (6" x 4 1/4")	\$ 4,945	NA

Mechanical Costs (Per Day):

Bind-In (Per Day)	\$1,000 Net
Tip-In (Per Day)	\$1,400 Net

Dimensions for Display Ad Sizes:

Magazine Trim Size:	10-7/8	x	15"
Space Unit:	Width		Depth
Tabloid Spread (Bleed)	22"	x	15-1/4"
Tabloid Spread (Non-Bleed)	20"	x	14"
Tabloid Page (Bleed)	11-1/8"	x	15-1/4"
Tabloid Page (Non-Bleed)	10"	x	14"
Junior Page	8"	x	11"
1/2 Horizontal	7"	x	4-7/8"
1/2 Island	4-1/2"	x	7-1/2"
1/3 Vertical	2-1/8"	x	10"
1/3 Square	4-1/2"	x	4-7/8"
1/4 Page	3-3/8"	x	4-7/8"

Closing Dates:

Space: April 7, 2008 Materials: April 11, 2008

Additional Mechanical Specs:

- Keep live matter 3/8" from gutter and trim edges; face, foot, head trim: 1/8"
- Column width: page is five columns wide, each column is 1-7/8" (11 picas) wide
- Printing process and binding method: web offset, saddle stitch
- Color proof: SWOP approved color proof

Shipping Instructions:

Please Send Your Digital File(s) to:
www.PentonDigitalAds.com

Send Insertion Orders and Color Proof to:

(Effective December 2007)

Denise M. Walde, Senior Production Manager
e 9800 Metcalf Ave.
Overland Park, KS 66212 USA
Phone: (216) 931-9621
Email: dwalde@penton.com

Reserve Space Now!

Contact your regional director or Lynne McLaughlin at (216) 931-9461, fax (216) 696-0836 or email lmclaughlin@penton.com

Yes, I want my ad to appear in the NRA Show Daily

Ad Size: _____ Shape: _____ Color/B&W: _____

Repeat My Ad From Last Year

Materials Attached

Company/Agency Name: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Print Name: _____ Signature/Date: _____