

**Artwork Deadline**

**March 1  
2010**

**Place your order  
today**



**PRINT INSERTION ORDER FORM**

National Hardware Show with Lawn & Garden World  
May 4-6 2010, Las Vegas

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

DIRECTORY Run-of-Book Positions	4/C	B/W	NEW!! SHOW DAILY-TABLOID SIZE -2 DAYS
Full Page .....	<input type="checkbox"/> \$3,700 .....	<input type="checkbox"/> \$3,300 .....	Full Page Ad..... <input type="checkbox"/> \$5,150
Half Page.....	<input type="checkbox"/> \$2,575 .....	<input type="checkbox"/> \$1,750 .....	Half Page..... <input type="checkbox"/> \$3,090
Quarter Page .....	<input type="checkbox"/> \$1,200 .....	<input type="checkbox"/> \$1,030 .....	Exclusive Front Page Strip... <input type="checkbox"/> \$2,575
Full Page Spread.....	<input type="checkbox"/> \$4,630 .....	N/A	Cover 4..... <input type="checkbox"/> \$6,180
Logo Ad.....	<input type="checkbox"/> \$540 .....	<input type="checkbox"/> \$360 .....	Cover 3..... <input type="checkbox"/> \$6,180
Shaded Listing.....	N/A .....	<input type="checkbox"/> \$360 .....	Cover 2..... <input type="checkbox"/> \$6,180
Additional Listing.....	<input type="checkbox"/> \$414 .....		Business Card Ad..... <input type="checkbox"/> \$515

**DIRECTORY Special Positions**

**Special Positions**

Front Cover Post-it Note.....	<input type="checkbox"/> \$11,500	Bookmark.....	<input type="checkbox"/> \$5,975*
Cover 4 .....	<input type="checkbox"/> <del>\$8,000</del> <b>SOLD</b>	Insert (loose).....	<input type="checkbox"/> \$5,975
Cover 3 .....	<input type="checkbox"/> \$6,280	RH Tab Page.....	<input type="checkbox"/> \$5,975
Cover 2 .....	<input type="checkbox"/> <del>\$6,280</del> <b>SOLD</b>	LH Tab Page.....	<input type="checkbox"/> \$5,975
Bellyband.....	<input type="checkbox"/> \$6,300*		

\*\*\* PLEASE NOTE: \* Indicates production, design, shipping/freight, and/or labor costs not included

**New Product World Guide Advertising**

...the most important handbook of new products in the entire event!

<input type="checkbox"/> Premium position advertising (3 locations).	\$3,250
<input type="checkbox"/> Full Page four color ad in NPW guide...	\$2,100
<input type="checkbox"/> Half Page four color ad in NPW guide...	\$1,350

**For information, contact Michele Oppenhimer: (203) 840-5445/ Fax: (203) 840-9445**

**Email: moppenhimer@reedexpo.com. Fax insertion order to: (203) 840-9445**

**Exhibitor**

Name/Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Signature/Date \_\_\_\_\_

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