



PGA

2010 MERCHANDISE SHOW

SHOW DAILY ADVERTISING OPPORTUNITIES

Rate Card and Insertion Order Form

January 28 – January 30, 2010

Orange County Convention Center, Orlando, Fla

SHOW DAILY ADVERTISING RATES

Run Of Book Positions

- Full Page 4C \$6,600
- Half Page BW \$4,600
- Half Page 4C..... \$5,300
- Directory Size..... \$5,300
- 1/3 Page 4C \$2,400
- 1/3 Page B & W \$3,100
- New Product Center Showcase \$1,200

Far Forward Positions (first 20 pages) and/or Special

Placement Positions - 10% Premium Charge

Rotating ads – 10% Premium Charge

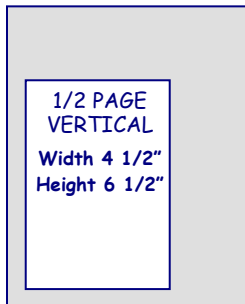
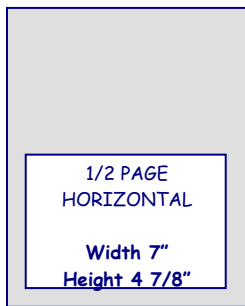
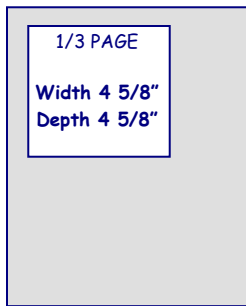
- Position _____

Special Positions

- Floor Plan Sponsorship** \$11,100
- Cover Banner Ad \$4,900
- Inside Front Cover \$9,700
- Inside Back Cover \$9,700
- Back Cover \$12,500

**Floor Plan Sponsorships include a Booth Call-out with

Logo and a Full Page 4-Color Ad



EXHIBITOR INFORMATION

Please Print

NAME / TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL Address

SIGNATURE

DATE

AGENCY INFORMATION

Please Print

NAME / TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL ADDRESS

SIGNATURE

DATE

We collect this data in order to provide you with information about the 2010 PGA Merchandising Show and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.pgaexpo.com or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810.

FAX OR MAIL INSERTION FORM AND PAYMENT TO:

Lisa Austin, Exhibitor Marketing Consultant
2010 PGA Merchandise Show Advertising
 Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851
PHONE (800) 477-7726 FAX (941) 355-2070
EMAIL: laustin@reedexpo.com

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.