

# Senior Market Advisor expo

**AUGUST 24-26, 2011**  
MANDALAY BAY | LAS VEGAS, NV

presented by: **Advisor** Senior Market

## 2011 CONFERENCE GUIDE

**THIS REFERENCE TOOL FOR ATTENDEES** will be in their hands throughout Senior Market Advisor Expo. Advisors will reference this several times a day, so be sure your ad is included in this invaluable advertising opportunity. This is simply the most efficient way to make an impact on the nation's top advisors!

**PLACING AN AD IN THE CONFERENCE GUIDE ENSURES ADVISOR ATTENDEES WILL HAVE CONSTANT ACCESS TO YOUR BRAND - DRIVING THEM STRAIGHT TO YOUR BOOTH!**

### WHAT DOES AN AD IN THE CONFERENCE GUIDE DELIVER?

#### EXPOSURE

As advisor attendees repeatedly reference their Conference Guide throughout the day, they'll be exposed to your ad – creating brand awareness and traffic to your booth.

#### STRONG BRAND PRESENCE

Placing an ad in the Conference Guide shows a relationship between you and Senior Market Advisor Expo. Being associated with a market leader will only highlight the strength of your brand.

#### RATES

Half-Page: \$750

Full-Page: \$1,400

Two-Page Spread: \$2,400

Advertisers providing camera-ready artwork receive a 15% discount. *Advertisers running in both the Conference Guide and Show Daily receive an additional 10% discount.*

**AD CLOSE: MONDAY, JUNE 27, 2011**

**MATERIALS DUE: FRIDAY, JULY 8, 2011**

**DON'T LET THESE AD SPOTS SELL OUT  
—contact your account executive today!**



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

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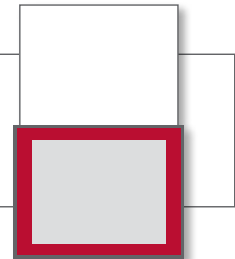
presented by: **Advisor** Senior Market

## PRODUCTION SPECIFICATIONS

### HALF-PAGE

**Bleed** 5.75" x 4.375"  
**Trim** 5.5" x 4.25"  
**Live Area** 4.5" x 3.875"

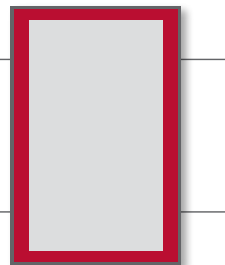
All live copy must be within .5" of trim for wire-o-binding.



### FULL-PAGE

**Bleed** 5.75" x 8.75"  
**Trim** 5.5" x 8.5"  
**Live Area** 4.5" x 7.75"

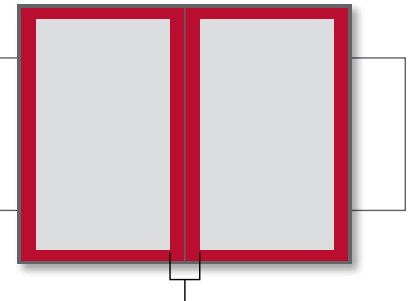
All live copy must be within .5" of trim for wire-o-binding.



### TWO-PAGE SPREAD

**Bleed** 11.25" x 8.75"  
**Trim** 11" x 8.5"  
**Live Area** 4.5" x 7.75" (per page)

All live copy must be within .5" of trim for wire-o-binding.



No crossovers.

### DIGITAL AD REQUIREMENTS

#### Preferred format:

- PDFX1A with fonts and 300 dpi images embedded, CMYK

#### Acceptable file formats include:

- QuarkXPress 6.5 – include all Mac screen and printer fonts and all resource files placed in the layout (collect for output)
- Adobe InDesign CS / CS3 – include all Mac screen and printer fonts and all resource files placed in the layout (package)
- Adobe Illustrator CS / CS3 – images must be linked (not embedded) and included, fonts must also be included
- Adobe Photoshop CS / CS3 – must be CMYK, 300 resolution. If text is used, the file needs to be saved as a hi-res Photoshop PDF with fonts embedded
- Any ads created on a PC platform must be processed into a PDFX1A prior to submission. Please call for detailed instructions.

### SHIP MATERIALS TO:

Senior Market Advisor Expo  
c/o Summit Business Media  
Attn: Nicole Pucci  
475 Park Ave. South, 6th Fl.  
New York, NY 10016  
646-746-8864  
npucci@sbmedia.com

**MATERIALS SHOULD BE SECURELY PACKAGED AND THOROUGHLY PROTECTED TO PREVENT ANY POSSIBLE SCRATCHING, PUNCTURE OR FOLDING.**



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