

# Senior Market Advisor expo

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

presented by **Advisor** Senior Market

## 2011 SHOW DAILY

**KEEP YOUR BRAND TOP-OF-MIND** bright and early in the morning by placing your ad in the **Senior Market Advisor Expo Show Daily!** On the mornings of August 25 and 26, each attendee will wake up to the *Show Daily* hand-delivered outside their room. This special publication is pulled together by the editors of *Senior Market Advisor* as the show happens. Attendees always look forward to the *Show Daily* for the latest news, pictures and happenings at the Expo.

**PLACING AN AD IN THE SHOW DAILY ENSURES ADVISORS WILL HAVE THAT EXTRA TOUCH POINT YOU NEED TO DRIVE TRAFFIC STRAIGHT TO YOUR BOOTH!**

### WHAT DOES AN AD IN THE SHOW DAILY DELIVER?

#### **MORE BOOTH TRAFFIC**

Prominently display your booth number on your ad to drive eager advisors to your booth.

#### **AWARENESS**

As their go-to source for all things Senior Market Advisor Expo, advisors will read the *Show Daily* from cover to cover.

#### **A COMPETITIVE EDGE**

Due to a select number of ads allowed in the *Show Daily*, securing your spot today guarantees a spot your competitors may not have! This gives you exclusive access to each of our Expo advisor attendees.



### **RATES**

Half-Page: \$1,500

Full-Page: \$2,400

Two-Page Spread: \$3,800

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

**AD CLOSE: FRIDAY, JULY 9, 2011**

**MATERIALS DUE: FRIDAY, AUGUST 6, 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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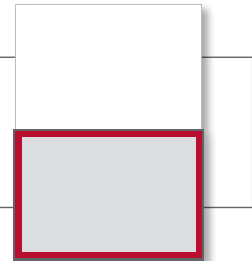
MANDALAY BAY | LAS VEGAS, NV

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## PRODUCTION SPECIFICATIONS

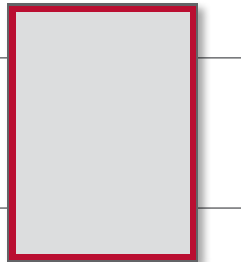
### HALF-PAGE

<b>Bleed</b>	11.25" x 7.75"
<b>Trim</b>	11" x 7.5"
<b>Live Area</b>	10.25" x 6.75"



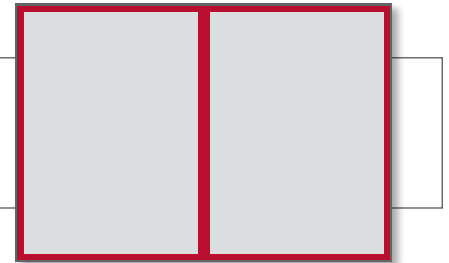
### FULL-PAGE

<b>Bleed</b>	11.25" x 15.25"
<b>Trim</b>	11" x 15"
<b>Live Area</b>	10.25" x 14.25"



### TWO-PAGE SPREAD

<b>Bleed</b>	22.25" x 15.25"
<b>Trim</b>	22" x 15"
<b>Live Area</b>	20.5" x 14.25"



## 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:

Carla Johnson c/o  
Summit Business Media  
5081 Olympic Blvd.  
Erlanger, KY 41018  
(859) 692-2102  
cpjohnson@sbmedia.com

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



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