



EVENT GUIDE ADVERTISING

Reservation Deadline: Friday, Sept. 14, 2007

Materials Due: Friday, Sept. 21, 2007

What is the Event Guide?

This year-round reference guide will be distributed to all attendees during check-in at GEOINT 2007. It includes complete details of the exposition, sessions, and special event programs.

What are the benefits of advertising in the Event Guide?

Advertising in the guide is a great way to stand out and get buyers to your booth:

- Deliver your message to more than 3,000 individuals attending GEOINT 2007
- Increase booth traffic by advertising your location and product information
- Extend brand awareness and complement the effectiveness of your directory listing
- Your message reaches the people you want to talk to at the right time and the right place!

What are the ad specifications?

Ad Dimensions

Full-page	Bleed: 8.75" W x 11.25" H Trim: 8.5" W x 11" H
Half-page horizontal	7.5" W x 4.5972" H
Third-page vertical	3.6667" W x 6.25" H
Mini cube	3.6667" W x 3.6667" H

Spread Dimensions

Spread (per page)	Bleed: 17.25" x 11.25" H Trim: 17" W x 11" H
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Preferred file format: press-ready PDF
Convert all fonts to paths or embed in PDF
All art should be CMYK (no spot colors please) bitmap images at 300 dpi

Whom should I contact?

To reserve space:

Jeffrey T. Ley
USGIF
2325 Dulles Corner Blvd.
Suite 450
Herndon, VA 20171
Phone: 703-793-0109 ext. 102
Email: jeff.ley@usgif.org

Send digital files to:

Brady Lutsko
Lutsko Marketing Communications
2950 Van Ness St. NW
Mailbox 923
Washington, DC 20008
Phone: 202-249-0294
Email: brady@bradylutsko.com

FTP site:

Host: <ftp://ftp.bradylutsko.com/>
Login: u40998924-guest
Password: marketing

Place files in the "GEOINT 2007"
folder and send email notification to
brady@bradylutsko.com