

ABACE Show Guide

Reach Purchasing Influencers at Asia's Premier Event

The Show Guide is the only official printed guide to the 2018 Asian Business Aviation Conference & Exhibition (ABACE2018), the premier business aviation event in Asia drawing attendees from more than 50 countries in Asia, North America and elsewhere. It includes exhibitor listings, maps and floor plans, the program agenda and other show highlights, serving as a valued desk reference all year long.

Web and app banners included! Print advertisers automatically have their message included on the ABACE website and the ABACE mobile app. The app provides a full agenda with locations and descriptions of education sessions and special events; an exhibitor directory with booth locations, company descriptions and product and service categories; and much more.

Advertising Rates and Specs

Ad Positions	Rates (Net)
Four-color cover position	\$3,500
Full-page, four-color, run of book	\$2,200
Pocket agenda	\$5,500
Final floor plan and static map	\$7,500
Presence on website and in mobile app (general level)	Included!

- **Final Trim Size:** 4.125 x 9" (104.775 x 228.6 mm)
- **Live Area Size, Pages:** 3.25 x 8.125" (82.55 x 206.375 mm)
- **Margins and Bleeds:** Margins are .4375" (11.1125 mm) and bleeds are .25" (6.35 mm). Artwork with full bleed will measure 4.635 x 9.5" (117.45 x 241.3 mm). *For complete guidance on specs, refer to separate Advertising Specifications PDF.*
- **Artwork:** Files must be converted to CMYK with fonts embedded and supplied as press-quality (350 dpi) files. No PMS colors or spot varnish. PDFs preferred; JPG, EPS, TIF, INDD accepted. Color proofs must be supplied; printer not responsible for matching color.
- **Web and App Banners:** 240x400p for web, 300x50p for app, PNG or JPG format, under 100K. Ads may not feature sound or expand.

NBAA Sales Representatives

Melissa Murphy
AR, IA, KS, LA, MN, MO, NE, ND, OK, SD, TX
in the U.S.; all other countries outside Europe
830-608-9888
mmurphy@idc.nbaa.org

Amanda Dumont
All other U.S. states
Europe
864-373-1168
adumont@idc.nbaa.org



Key Dates

Orders Due: Feb. 16, 2018

Artwork Due: Feb. 23, 2018;
deliver files to Rhonda Bowman,
rbowman@nbaa.org

Event Dates: April 17-19, 2018,
Shanghai, China