

EBACE Show Guide

Reach Europe's Most Active Buyers and Influencers

The Show Guide is the only official printed guide to the 2018 European Business Aviation Convention & Exhibition (EBACE2018), the premier business aviation event in Europe drawing nearly 15,000 industry decision-makers from Africa, Asia, the Middle East and North America. 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 EBACE website and the EBACE 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	\$3,900
Four-color tab page	\$3,700
Full-page, four-color, run of book	\$2,750
Belly band	\$8,500
Pocket agenda	\$6,000
Final floor plan, static map and static banner locator	\$15,000
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, 300x50 px for app, PNG or JPG format, under 100K. Ads may not feature sound or expand.

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Key Dates

Orders Due: March 30, 2018

Artwork Due: April 6, 2018;
deliver files to Rhonda Bowman,
rbowman@nbaa.org

Event Dates: May 29-31 2018,
Geneva, Switzerland