

# NBAA-BACE Show Guide

## Official Guide to World's Largest Business Aviation Event

The Show Guide is the only official printed guide to NBAA-BACE, the premier marketplace for business aviation products and services, reaching thousands of decision-makers who influence the purchasing process. It includes exhibitor listings, maps and floor plans, the program agenda and other show highlights, serving as a valued desk reference all year long.

**App banners included!** Print advertisers automatically have their message carried into the NBAA-BACE section of the NBAA Events 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	\$5,800
Four-color tab page	\$4,250
Full-page, four-color, run of book	\$3,025
Belly band	\$12,565
Pocket agenda	\$6,500
Final floor plan	\$8,500
Static map	\$7,500
Presence in NBAA Events 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.
- **Mobile App Banner:** 300x50p, PNG or JPG format, under 100K.

## NBAA Sales Representatives

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## Key Dates

**Orders Due:** Aug. 17, 2018

**Artwork Due:** Aug. 24, 2018;  
deliver files to Rhonda Bowman,  
rbowman@nbaa.org

**Event Dates:** Oct. 16-18, 2018,  
Orlando, FL