



**49<sup>th</sup> Annual Convention, April 16 – 18, 2004**  
**Las Vegas, Nevada**

**ADVERTISING SPACE RESERVATION DUE: February 17, 2004**

**Advertising copy due February 20, 2004 (COB)**

**The deadline for payment is Friday, February 20, 2004, COB, ET. BEA will not go to print with an advertisement unless the order is placed with full payment. Thank you.**

**Please Respond Promptly**

**BEA 2004 Convention Program Advertising**

You can promote your message and maximize your exposure to BEA 2004 attendees...

1. **Place your ad** in the BEA 2004 official Convention Program:

\$300 Full page  
\$200 Half page  
\$800 Cover 2 and 3  
\$1,000 Cover 4

2. **Place inserts** in the BEA 2004 official Convention Program:

\$300 1,200 inserts supplied by advertiser

3. **Pre-promote** by renting the BEA individual member list:

\$100 addresses supplied in pressure sensitive label format only (1-time use)

OR, *combine all three* to make the strongest impact on your customers!

Contact Vivian Cohen, at 240-243-2240 or 1-888-380-7222, [vivian@datamaxsol.com](mailto:vivian@datamaxsol.com)

**Ad specs:**

Ads are black and white – NO BLEEDS

<u>Size</u>	<u>Width</u>	<u>Height</u>
Full page	7-1/2"	9-1/2"
Half page (H)	7-1/2"	4-1/2"
Trim size	8-1/2"	11"

**Acceptable formats:**

Film: 133-line screen, right reading, emulsion side down – MUST be accompanied by proof; B/W camera ready artwork; or

Electronic format: Quart, Photoshop and Illustrator, eps. High-resolution PDF files only – MUST be accompanied by proof, fonts and graphic files.

Please include correspondence with artwork indicating which publication and issue date to: [tsoens@flmail.com](mailto:tsoens@flmail.com) and copy [vivian@datamaxsol.com](mailto:vivian@datamaxsol.com)