

INSERTION ORDER - SOCCER NATION EXPO COUPON / SCHEDULE BOOK



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Company

▶

Contact Name Title

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Address City State/Province Country ZIP/Postal Code

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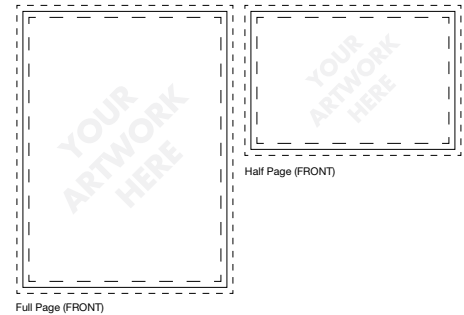
Phone E-mail

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Product/Service Website

ADVERTISING OPTIONS

AD SIZE	COLOR	PRICE	MARK YOUR SELECTION
FULL PAGE (front/back) 4 1/4" x 5 3/4"	4/4 CMYK	\$350	
HALF PAGE (front/back) 2 1/8" x 2 7/8"	4/4 CMYK	\$200	



****The deadline for artwork submission is January 22, 2010.**

Submissions to this guide are restricted to paying exhibitors only, and must be comprised of either coupons for use at the exhibitor's Soccer Nation Expo booth or for a special offer opportunity courtesy of the exhibitor. The book will not be perforated, and all ads must be double-sided since the intent is for people to tear out and use these coupons at the show.

PAYMENT / BILLING INFORMATION

AMOUNT DUE: \$ _____

I authorize Cal South to charge my credit card identified below for all charges associated with this insertion order.

CREDIT CARD TYPE: VISA MASTERCARD AMERICAN EXPRESS DISCOVER

CARD HOLDER'S NAME: _____ CREDIT CARD NUMBER: _____

EXPIRATION DATE: _____ CVC/CW CODE #: _____
Last 3 #'s on back of card

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Billing Address City State/Province Country ZIP/Postal Code

TERMS AND CONDITIONS

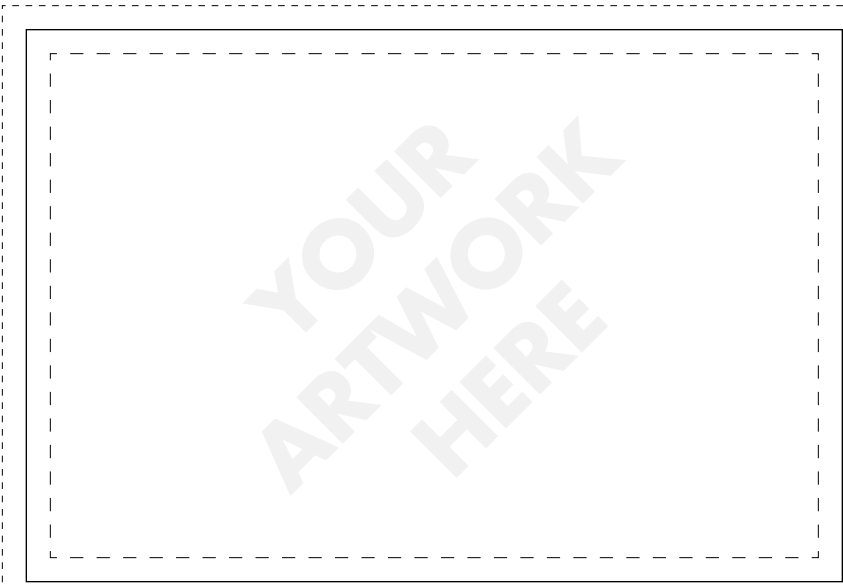
All advertising material is subject to approval by Cal South. Cal South accepts advertising placed by advertising agencies placed on behalf of their clients. As such, all costs and liabilities associated with the placement of such advertising are the responsibility of the company for which such advertising space was ordered. Failure on the part of advertising agencies to pay for space ordered does not release the client company from the obligation of paying for all costs contracted on the company's behalf. Payment must be received by the date specified on the publication rate sheet. Failure to do so may cause the order to be cancelled. Cal South reserves the right to determine the suitability of all ads submitted for publication and distribution, and to reject advertising that does not meet its editorial or production criteria.

Signed: _____

Title: _____

Date: _____

****If paying with credit card, please fax insertion order to Kim Dyer at (714) 441-0715. If paying by check or money order, please mail insertion order and payment to: Cal South, Attn: Kim Dyer, 1029 S. Placentia Ave., Fullerton, CA 92831.**



FULL PAGE (each side)

4" x 5.5" (safe) - - - -
4.25" x 5.75" (trim) _____
4.5" x 6" (bleed) - - - - -

HALF PAGE (each side)

4" x 2.625" (safe) - - - -
4.25" x 2.875" (trim) _____
4.5" x 3.125" (bleed) - - - - -

FILE SUBMISSION INFO

Color Mode: CMYK
Resolution: 300DPI (high)
File Format: .EPS / .TIFF / .PDF

Full Page Size: 4.5" x 6"
(to allow for bleed)

Half Page Size: 4.5" x 3.125"
(to allow for bleed)

Please provide artwork for front side AND the back side of advertisement. (2 files)

DEADLINE: Friday January 22, 2010