



# Get Results!

## Southwest Foodservice Expo - June 27-29, 2010 - Houston, Texas

Advertise in this year's **Southwest Foodservice Expo Directory & Program** and connect with influential foodservice buyers. The program will be available on the show floor to all attendees. As one of the largest tradeshows in the foodservice industry, Expo draws a wide range of qualified buyers each year.

With expanded editorial and extensive exhibitor listings, this directory will be a year-long resource for foodservice executives.

### Ad Options

- Full page ad (with bleed): 5.75" x 8.75" (includes 1/8" bleed all around)
- Full page ad (no bleed): 5" x 8"
- 1/2 page horizontal: 5" x 3.875"
- 1/2 page vertical: 2.375" x 8"
- 1/4 page vertical: 2.375" x 3.875"
- Tab page ad (with bleed): 5.75" x 8.75" (includes 1/8" bleed all around)

### Premium Positions

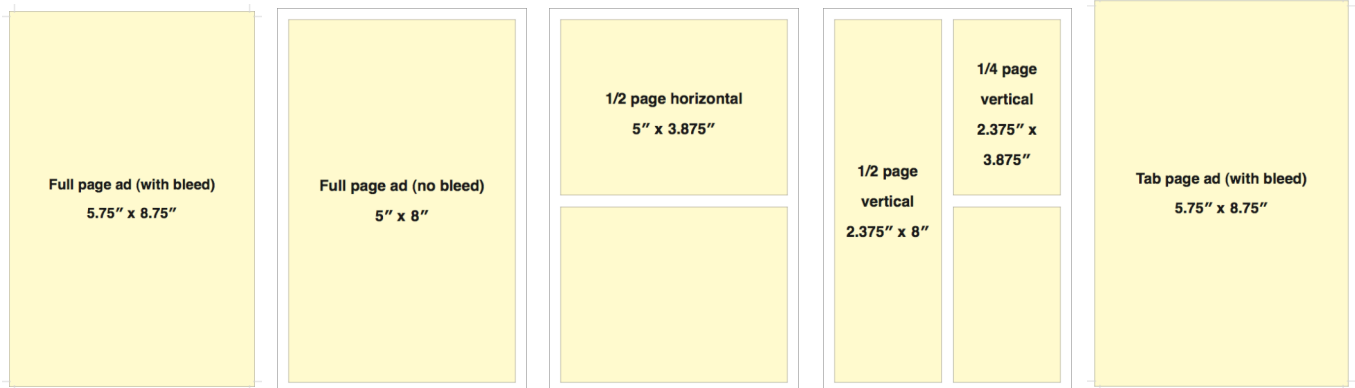
- Inside back cover
- Fold-out Tab Pages: The publication will include two Tab pages, printed on cover weight paper and placed before the Exhibitor Listing and the Product Listing. (Four ads available, full page, full color only.)

All ads must use these dimensions. If they do not, the ad will be re-sized to fit the designated space. Live Space: In ads with bleed, all live matter should be 1/4" from the trim size on all four sides. The Texas Restaurant Association will not be responsible for any information outside of the live space that is trimmed or cut off.

Magazine trim size: 5.5" x 8.5"

- All ads must be CMYK and 300 dpi
- Provide hi-resolution PDF press-quality format (if full page ad with bleed, include the bleed in the pdf)
- DO NOT send native files such as InDesign, Illustrator or Photoshop PSD files
- Files supplied in formats or sizes other than specified may not be accepted or may result in additional charges
- Composite color proofs are not required, but TRA is not responsible for color or content of the printed ad if no proof is sent

Space closing May 17. Materials Due May 19. Submit materials to [wsaari@tramail.org](mailto:wsaari@tramail.org)



### Display Ad Rates

Full page	\$1470
1/2 page	\$1200
1/4 page	\$855
Inside back cover	\$1700
Tab page ad	\$1700

### Color

### BW

### For Ad Sales Information

\$1090	Joanne Pantaze
\$820	512-273-2639
\$475	512-273-2649 (fax)
	<a href="mailto:jpantaze@pvco.net">jpantaze@pvco.net</a>



## 2010 Southwest Foodservice Expo Directory & Program

### Advertising Contract

Advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

Initial to Indicate Choice

<u>AD SIZE</u>	<u>AD COLOR</u>	<u>DISPLAY AD RATES</u>	<u>COLOR</u>	<u>BW</u>
Full Page _____	4-color _____	Full Page	\$1470	\$1090
½ page vert _____	b/w _____	½ page	\$1200	\$820
½ page horiz _____		¼ page	\$855	\$475
¼ page vert _____		Inside Back	\$1700	
Inside Back _____		Tab Pages	\$1700	
Tab Pages _____				

Method of payment \_\_\_\_\_ Check # \_\_\_\_\_ **TOTAL AMOUNT DUE** \_\_\_\_\_



American Express

MasterCard/Visa

Discover

Diners

Credit card # \_\_\_\_\_ CSC# \_\_\_\_\_ Exp Date \_\_\_\_\_

Cardholder name \_\_\_\_\_

Billing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

# **2010 Southwest Foodservice Expo Directory and Program Advertising Contract**

## **Terms & Conditions**

### **Contract terms:**

The publisher accepts no responsibility for the content of any ad appearing in the Southwest Foodservice Expo Directory & Program. Appearance of an ad in the Southwest Foodservice Expo Directory & Program does not imply endorsement by the Texas Restaurant Association.

### **Payment:**

Payment in full is due by May 20. Invoices will be sent on request when contract is received. Net amount is due and payable upon receipt of requested invoice. MasterCard, Visa, American Express, Diners and Discover accepted.

### **Cancellations:**

Cancellations must be submitted in writing before the space reservation date, May 17.

**Please fax completed contract to:  
Joanne Pantaze  
512-273-2649 (fax)**

For more information contact:  
Joanne Pantaze  
512-273-2639 (phone)  
[jpantaze@pvco.net](mailto:jpantaze@pvco.net)