



AIM EXPO®

PRESENTED BY



Nationwide®

October 11-14, 2018 | Las Vegas, NV

SHOW PUBLICATIONS MEDIA GUIDE

4 Days!

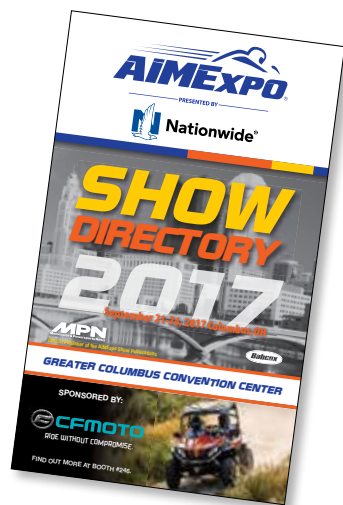
2 trade

2 consumer

[1 Show Directory
2 Show Dailies
1 Souvenir Program]

MPN
Motorcycle & Powersports News

www.AIMExpoUSA.com



The AIMExpo Show Directory is the official show directory for all show attendees. This perfect-bound, 4-color directory contains the most complete listings of all AIMExpo Exhibitors, along with valuable information about show services, registration, hours and events.

Show Directory Distribution

The AIMExpo Show Directory will be handed out to all attendees at registration desks, information kiosks and at designated show floor entrance points.

Show Directory Ad Specs

AIMEXPO SHOW DIRECTORY HALF PAGE & FULL PAGE ADVERTISERS WHO ARE EXHIBITORS EARN:

- 1 Boldface listing in the AIMExpo Show Directory.
- 1 Four-color logo to appear with your directory listing.
- 1 Matching space Exhibitor Insight.

Exhibitor Insight Specs

- 1/2-page ad earns 1/2-page article:
150 words, 1- 4C photo, 1- 4C logo
- Spread ad earns spread article:
500 words, 2- 4C photos, 1- 4C logo
- 1-page ad earns 1-page article:
250 words, 1- 4C photo, 1- 4C logo

We reserve the right to edit for style, clarity and space.

Publication Dimensions:

Trim Size: 5" wide x 8.375" Live Area: .375" inside trim
Full-page bleed: .125"

Ad Sizes:

1/2 Horizontal 4.375" wide x 3.75" 1 Page 5" wide x 8.375" with Bleed

Logo Specs: Provide a 300 dpi jpg or tiff file.

Show Directory 4-Color Ad Rates

Ad Size	Exhibitor
1/2 Page	\$1,800
Full Page	\$2,900

Show Directory Deadlines

Space Reservations Due
August 24, 2018
Ad Materials Due
August 31, 2018

Premium Positions: 2nd cover add 15%, 3rd cover add 10%, 4th cover add 20%

Add Show Daily and/or Souvenir Program:

15% off second ad — 25% off third ad

Non-Exhibitors: Add 15% to computed rate



**Distributed
October
11th-12th**

The AIMExpo Show Daily is the official daily news source covering the American International Motorcycle Expo in Las Vegas, NV. It provides trade and media attendees with important daily schedules, educational seminars, celebrity schedules, and news and information about the industry's premier event.

Show Daily Distribution

The AIMExpo Show Daily will be distributed October 11th and 12th, the designated Trade & Media days with the Show Directory at registration desks, information kiosks and at designated show floor entrance points.

Show Daily Ad Specs

Publication Dimensions:

Trim Size: 6" wide x 10.875" Live Area: .375" inside trim

Full-page bleed: .125"

1/2 Horizontal

5" x 5"

1 Page

6" wide x 10.875" with Bleed

1/2 Vertical

2.25" wide x 10"

**Show Daily 4-Color
Ad Rates**

Purchased ad runs in both editions

Ad Size	Exhibitor
1/2 Page	\$2,880
Full Page	\$4,800

**Show
Daily
Deadlines**

Space Reservations Due
August 24, 2018
Ad Materials Due
August 31, 2018

Premium Positions: 2nd cover add 15%, 3rd cover add 10%, 4th cover add 20%

Add Show Directory and/or Souvenir Program:

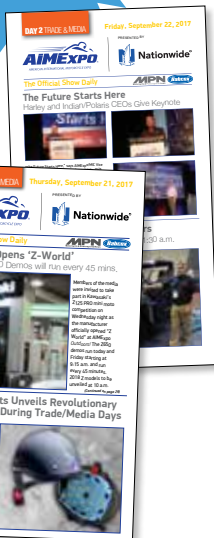
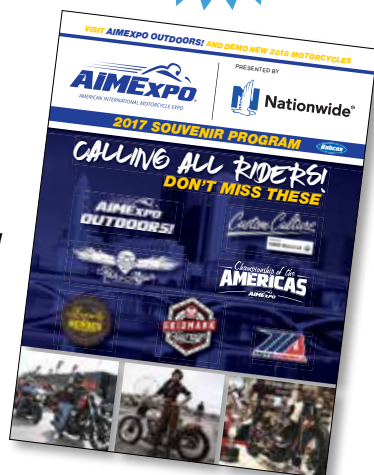
15% off second ad — 25% off third ad

Non-Exhibitors: Add 15% to computed rate

Souvenir Program

The AIMExpo Souvenir Program, intended for distribution to consumer attendees as well as others attending the designated consumer days of the show (Saturday and Sunday), will highlight key industry events, "heroes of the industry," product trends and innovations, and other information of interest to consumers attending the AIMExpo.

**Distributed
October
13th-14th**



Souvenir Program Distribution

The AIMExpo Souvenir Program will be distributed to those attending the designated consumer days of the expo — Saturday and Sunday, at registration desks, information kiosks and at designated show floor entrance points.

Souvenir Program Ad Specs

Publication Dimensions:

Trim Size: 7.875" wide x 10.75" Live Area: .375" inside trim

Full-page bleed: .125"

1/4 Vertical	3.25" wide x 5"	1/2 Vertical	3.375" wide x 10"
1/2 Horizontal	7" wide x 5"	1 Page	7.875" wide x 10.75" <small>with Bleed</small>

Souvenir Program 4-Color Ad Rates

Ad Size	Exhibitor
1/4 Page	\$975
1/2 Page	\$1,800
Full Page	\$2,900

Souvenir Program Deadlines

Space Reservations Due
August 24, 2018
Ad Materials Due
August 31, 2018

Premium Positions: 2nd cover add 15%, 3rd cover add 10%, 4th cover add 20%

Add Show Directory and/or Show Daily:

15% off second ad — 25% off third ad

Non-Exhibitors: Add 15% to computed rate

For Electronic File Transfer Information: www.babcox.com

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MPN

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