

# Print Advertising Guide 2010

**Promote your organization to real estate professionals around the world.**

Print your ad in the NAI Global 2010 Convention Program and 2010 Leadership Meeting Program.

**Advertising space is complimentary to Sponsors.**  
*See 2010 Sponsor and Exhibitor Prospectus for details.*

## Mechanical Requirements (BLACK & WHITE):

Files, up to 10 megs, can be accepted via email at [rwerden@naiglobal.com](mailto:rwerden@naiglobal.com).

Contact Russ Werden to coordinate files larger than 10 megs.

Program book trim size: 8½"x11"

Ad Sizes	Width		Depth
Half page (horizontal only)	7½"	x	5"
Full page (no bleed)	7½"	x	10"
Two page spread (no bleed) <i>(available to Platinum Sponsors only)</i>	16"	x	10"

### FILE FORMATS:

- 300dpi PDF (all fonts embedded)
- Quark 7.0 for PC (with art placed at 100%.) Collect all fonts and images
- Adobe Illustrator EPS (CS2 or lower): all fonts outlined. Submit all images (please do not embed)

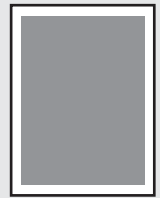
**Please follow the checklist below before submitting your ad to ensure trouble-free production. This checklist should also be followed before creating a PDF of your ad.**

### Ad Checklist:

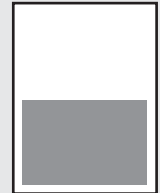
- Convert ad to black/white.
- Convert images to TIFF or EPS.
- Resize photos to 100% and update on page.
- Make sure that all images are 300 dpi TIFF or EPS.
- Remove excess materials from pasteboard of pages and master pages.
- Collect all art and fonts used in the document.

**Questions?** Contact Russ Werden at [rwerden@naiglobal.com](mailto:rwerden@naiglobal.com)

## Ad Specs



Full Page  
Inside Cover  
7½"x10"



Half Page  
(horizontal only)  
7½"x5"



Two Page Spread  
16"x10"  
*Available to  
Platinum Sponsors only.*

## Ad Rates

### Convention\*

Inside cover: \$2,500

Full page: \$1,500

Half page: \$1,000

### Leadership Meeting\*

Full page: \$1,500

Half page: \$800

*\* Platinum, Gold and Silver ad space is included in your sponsor package. See 2010 Prospectus for additional details.*



Commercial Real Estate Services, Worldwide.

Build on the power of our network.™