

DIRECTORY ADVERTISING ORDER FORM

New for the 2008-09 season. Never before available to SIA Members!

Insert a Full-Page ad into to the *SIA Directory.09*. It's frequently called the "industry phone book" or the "snowsports yellow-pages". Regardless of the name, it's the most widely used industry resource for your customers, retailers, media, suppliers, resorts and more.

Total Distribution: 17,000 copies

Over 15,000 copies are mailed to retail buyers, resorts, media, members & industry contacts in the US and Canada.

How does it work and where does my Ad go?

- Every SIA Member has a free listing in the annual SIA Directory.
- You create a full-page ad we insert it on the page opposite of your Membership information listing. (See sample below).

Note: Production details force us to limit this introductory offer to one ad per alphabetic section of the book.

Example: If your Membership name starts with R, your ad is the only one in the Membership section of the book that starts with the letter R. Space is limited and allocated on a first-come first-served basis.

SAMPLE AD LAYOUT:



SIA can guarantee one ad space per alphabetic letter. Shaded letters below are no longer available.

A	B	C	D
E	F	G	H
I	J	K	L
M	N	O	P
Q	R	S	T
U	V	W	X
Y	Z		

Insert my ad in the 2009 directory - check the box and return to SIA to take advantage of this offer..... \$1,500

See Ad sizes & specs on next page. - Black & white full-page ads only! Firm deadline: November 20th for orders and art work delivery!

For more information contact your SIA Regional Sales & Marketing Manager:

- WESTERN | DAVE WRAY
503.231.8401
dwray@snowsports.org
- CENTRAL/ROCKIES | REDDY KENNEDY
303.554.9154
rkennedy@snowsports.org
- EASTERN | ED WRAY
401.846.7488
ewray@snowsports.org

ORDERED BY: Contact Name: _____ SIA Member Name: _____
 Phone: _____ E-mail: _____

TYPE OF PAYMENT: (check one) Visa/MC AmEx Discover Diners Club Check

Credit Card Number: _____ Expiration Date: _____

Card Holder Signature: _____ Print Name: _____

RETURN FORM: VIA FAX: 703.821.8276 | OR MAIL: SIA • 8377-B Greensboro Drive • McLean, VA USA 22102-3529

SIA Directory.09 Ad Specifications

Final Trim Size: 5.3125 x 8.375 inches

Minimum Bleed: of .125 inches, place crop marks for trim outside area

Total with Bleed: 5.5625 x 8.625 inches

Suggested Safe Area: 4.3125 x 7.375 inches

(please keep copy and crucial graphics within this area)

Thumb Cuts: As seen in the sample at right there is a area .5" from the trim on the left and right of the page that needs to be clear of copy and important graphics for several notch cuts.

Crop Marks: Set crop marks at least .5" from the trim.

Proofs: All black and white digital ads must be accompanied by an actual laser proof.

Images and Color Space:

Minimum resolution for placed images is 300 dpi and must be in grayscale. Images should be placed at 100% scale. Minimum effective resolution for embedded images is 266 dpi. Do not include RGB, CMYK, indexed color or spot colors in ANY of your submitted files.

Ad Sizes: Your page size should be the size of your ad. If you are preparing a full page ad or spread with a bleed, your bleed must be set to .125" on four sides. Crop marks should be offset from trim by .5". Your crop marks must NOT appear in the bleed area.

Fonts: Use PostScript fonts only. Embed all fonts, do not subset. No TrueType fonts are acceptable.

File Names: Include your company or client name in your file name.

File Formats: Advertising material is accepted in the following format:

PDF/X1-a: Save with Acrobat 4.0 compatibility, using the PDF/X1-a job setting in Acrobat if available. Image resolution and b/w mode must be correct, and you must use fonts and high-res images compliant with our file specifications above. The ad file must be prepared to the correct dimensions. Full page PDFs must include a bleed allowance on all sides and crop marks. PDFs for nonbleed ads must be the exact dimension of the ad.

Submit files to:

Sherry Gilbert
SnowSports Industries America
8377-B Greensboro Drive
McLean, VA 22102
SGilbert@snowsports.org
ph. 703.506.4227

Art Deadline: November 10, 2008

