

Advertise at Clean Cities 2003

SHOWTIMES

Official Magazine of Clean Cities 2003

- Second Year at Clean Cities
- Two Full-Color Issues
- Packed with News from Show
- Composed and Printed on Location
- Distributed at Show Free of Charge

Your message and its impact at Clean Cities is perhaps the most important ever, and this year it can have more punch than ever before. For the second time running, the event will have an official, dedicated magazine *of* the show and *for* the show, to help you reach event participants *at* the show.

ShowTimes is Your Best Bet for getting Your Message to the Clean Cities Palm Springs audience.

Fleet managers, transit operators, vehicle manufacturers and clean fuel and vehicle professionals — the component and fuel, and fueling services providers making clean vehicles a market reality — will all be in Palm Springs.

ShowTimes lets you reach them.

Energy security issues are at long last being given the attention they deserve. The California venue will show that clean domestic fuels and clean vehicle technology can be profit-making propositions. Whether your product is related to alcohol fuels, biodiesel, hydrogen, natural gas, propane, or electric drive vehicles, for light duty or for heavy duty applications, Clean Cities Palm Springs is the place to be.



ShowTimes is the best way to make sure the pacesetters in Palm Springs know *you* are there too.

You need to focus on the best medium for your message.

ShowTimes is an efficient and cost-effective tool for you to make your clean fuel or clean vehicle product or service known. ShowTimes offers the impact, reach and frequency to help you build brand leadership for *your* clean fuel or clean vehicle product or service.

Two ShowTimes issues will be composed onsite at Clean Cities 2003, printed overnight, and distributed free of charge.

ShowTimes covers breaking news at Clean Cities, and will include interviews with top industry executives regarding strategic plans for their companies.

This concise "must read" will be distributed at the Clean Cities exhibition hall and elsewhere during the course of the Palm Springs meeting. It's convenient to read at the show — and to take or send *your message* home for pass-along readership.

Ninth National Clean Cities Conference & Expo
May 18-21, 2003 • Wyndham Palm Springs Resort • California

Publishing Dates: May 19 & 20, 2003 • Advertising Materials Due: May 12, 2003

MECHANICAL REQUIREMENTS

ShowTimes is only accepting advertising in digital format. No film will be accepted.

ShowTimes is four-color saddle-stitched. Stock weight is 70 - 80 lb. gloss. Keep all live matter at least 3/8" from outer trim edges and 1/2" from spine.

FILE SPECIFICATIONS: Four-color material must be accompanied by a suitable color proof (ie. color laser). This proof will be used as a press color match. Color proofs will not be made before printing. All fonts and high-resolution images must be included with ad.

All files should be accompanied by a laser proof of the contents of the disk and a file name (Mac format is preferred). All files must be supplied at exact size and color, including bleeds if applicable. Size, art, or type cannot be corrected. Only Quark documents will be accepted (improper file formats will incur translation charges). Images must be supplied as either Photoshop EPS, TIFF or Illustrator EPS in CMYK or grayscale mode (No JPEG, GIF, or RGB files). Do not nest EPS files into other EPS files. Please include all fonts and EPS or TIFF images. Minimum resolution for EPS or TIFF images is 266 dpi.

Files may be supplied on CD or ZIP cartridges. Disks will not be returned after use unless requested.

ADVERTISING DIMENSIONS

Trim sizes for a 9 x12 inch ShowTimes publication is based on a live area of 8 x 11 inches on the page.

| | Width | X | Length |
|-----------------------|-----------------|---|-----------------|
| Full Page (no bleed) | 8" (203mm) | X | 11" (279mm) |
| Full Page (bleed) | 9" (229mm) | X | 12" (311mm) |
| Full Page Spread* | 18 1/4" (464mm) | X | 12" (311mm) |
| 2/3 Page | 4 7/8" (124mm) | X | 10 1/2" (267mm) |
| 1/2 Horizontal | 7 3/4" (197mm) | X | 5 3/8" (137mm) |
| 1/2 Horizontal Bleed* | 9" (229mm) | X | 6" (152mm) |
| 1/2 Island | 5" (127mm) | X | 8 1/8" (206mm) |
| 1/3 Square | 5" (127mm) | X | 5 1/4" (133mm) |
| 1/3 Vertical | 2 3/8" (60mm) | X | 10 1/2" (267mm) |

*Hold live matter 3/8" (10mm) from trim on all sides and include 1/8" for bleed ads.

2003 CLEAN CITIES CONFERENCE ADVERTISING RATES AND DISCOUNTS

DEADLINE FOR OUR MAY 19 & 20, 2003 PUBLISHING DATES IS MAY 12, 2003.

All advertising positioning clauses are treated as requests.

| FOUR-COLOR | 1X | 2X | BLACK & WHITE | 1X | 2X |
|--------------------|--------|--------|---------------|--------|--------|
| Full Page | \$2500 | \$2250 | 2/3 Page | \$1500 | \$1350 |
| 2/3 Page | \$2125 | \$1975 | 1/2 Page | \$1125 | \$1025 |
| 1/2 Page | \$1565 | \$1425 | 1/3 Page | \$625 | \$525 |
| 1/3 Page | \$1000 | \$850 | | | |
| Inside Front Cover | \$3125 | \$2875 | | | |
| Inside Back Cover | \$3125 | \$2875 | | | |
| Back Cover | \$3750 | \$3500 | | | |

**For More Information
Visit Our Website at
www.CTNPublishing.com
or call (415) 979-1414**

ADVERTISING INSERTION ORDERS AND ART DELIVERY

Convention & Tradeshow News • ATTN: Kirk Fetzer
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(415) 979-1414 • Fax: (415) 979-1415 • kirk@CTNPublishing.com

RECEIPT OF ART MUST BE ON OR BEFORE MAY 12, 2003

