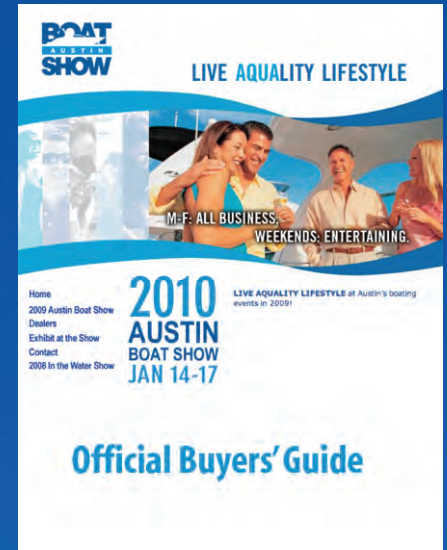


Reach an estimated 60,000 Boating, Fishing, & Watersport Enthusiasts in Central Texas!



Austin Boat Show Buyers' Guide

The Austin Boat Show Buyer's Guide, published in conjunction with The Austin Boat Show, is an 8-1/2" X 11", full color glossy, high-quality show program and resource guide that encompasses the Boating, Fishing & Water Sport industry in Central Texas. Our distribution channel for this bi-annual magazine covers most of the area lakes in the Central Texas region, a mass mailing of approximately 20,000, local drops at high traffic areas and the EXCLUSIVE magazine at the door of the Austin Boat Show. We look forward to working with you and demonstrating how



Our Audience is your Target Market!!

Winter 2010

Distribution and Circulation:

- Mass mailing to thousands in Central Texas prior to the show.
- Exclusive magazine handed out at the door of The Winter Austin Boat Show, which runs from January 14 through January 17, 2010-Projected attendance 20,000!
- Thousands of lobby copies distributed at local resorts & marinas, boat dealerships, restaurants and high-traffic locations in and around the Central Texas area.

For additional information
contact Jason Cragg:

Expo Publishing

512-257-8753 Office

512-257-8782 Fax

jcragg@expopublishing.com



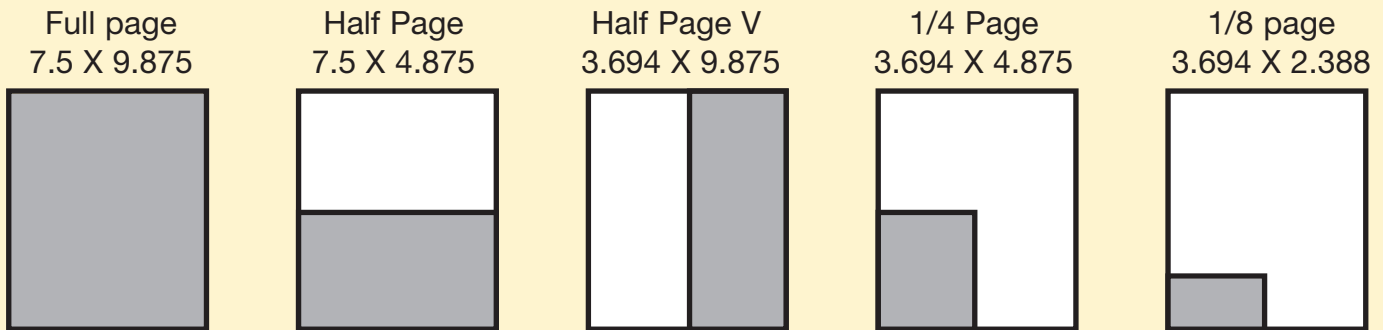
Austin Boat Show Buyer's Guide

January 14 -17, 2010

Advertisement Rates

FOUR COLOR AD	Price	BLACK & WHITE AD	Price
DOUBLE TRUCK	\$3000	DOUBLE TRUCK	\$1795
BACK COVER	\$2300	FULL PAGE	\$995
INSIDE FRONT COVER	\$2000	1/2 PAGE	\$650
FULL PAGE	\$1695	1/4 PAGE	\$450
1/2 PAGE	\$995	1/8 PAGE	\$300
1/4 PAGE	\$600		
1/8 PAGE	\$400		

AD DIMENSIONS - ALL IN INCHES BASED ON WIDTH BY HEIGHT



Acceptable Formats for camera-ready ad:

High-resolution - 300 DPI, CMYK formatted PDF, EPS or TIFF/JPEG.

All fonts and subsets must be embedded in file. **We cannot accept ads in any other programs other than those outlined above.** If fonts are not received by deadline Expo Publishing reserves the right to select choice of font.

Ad Delivery:

E-MAIL ALL ADS, ARTWORK AND/OR CONTENT TO JCRAAGG@EXPOPUBLISHING.COM

PUT YOUR COMPANY NAME AND AD SIZE AS SUBJECT!!!

Please call office at 512-257-8753 to make delivery arrangements if file is too large to e-mail.

AD DESIGN:

If you need graphic assistance please e-mail us at JCRAAGG@EXPOPUBLISHING.COM or call **512-257-8753**. There is a minimal production fee for ad design depending on ad size.