



BIZBASH

NATIONAL VENUE GUIDE 2009 FORMATTED ADVERTISING MATERIAL SPECIFICATIONS

Formatted Ad 1 (to showcase one venue)

| | | |
|---------------|--|--|
| MARKET |  Image 1 | |
| |  | |
| ADVERTISEMENT | 2 | NAME OF VENUE STREET ADDRESS, CITY, STATE ZIP CODE |
| | 3 | |
| | 4 | Contact Contact Name, Contact Email Address, Telephone Number, Fax Number, Web Site Address |
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1. PHOTO

Dimensions (width x height): 8.5 x 6.9375 in. (includes top bleed)

File must be **at least** this size, we will crop to fit if larger.

Color: CMYK. Photos with excessive use of dark colors may print with heavy dot gain, resulting in a darker outcome than expected. Do not save photos with embedded color management profiles. Color reproduction cannot be guaranteed if total area density exceeds 280%. Avoid color builds for black body copy, use 100% black instead.

Resolution: 300 dpi

Acceptable File Formats: TIFF or JPG. Must be MAC compatible. A file may be refused if it is not compatible.

Please note: Photos will be color corrected to conform to our printer's color profiles.

2. NAME OF VENUE

3. ADDRESS

Street Address, City, State, Zip Code

4. CONTACT

Contact Name, Contact Email Address, Telephone Number, Fax Number, Web Site Address

5. PHOTO CAPTION

Photo caption plus photo credit (if applicable). **Maximum 130 characters with spaces, including photo credit, approximately 23 words. Photo credit written as "Photo: John Doe Photography 2008."**

6. OVERVIEW

A description of your company and the services, products, and specialties it provides to the meeting and event industry, written from a third person point of view. **Maximum 700 characters with spaces, approximately 100 words.**

7. CAPACITY

Example: 20 to 350 throughout the ballroom, boardroom, and numerous conference areas. **Maximum 95 characters with spaces, approximately 14 words.**

8. FACILITY TYPE

Examples: Museum; Nightclub; Bowling Alley; Restaurant; Ballroom; Conference Center. **Maximum 90 characters with spaces, approximately 13 words.**

9. FOOD AND BEVERAGE

Examples: Cuisine provided exclusively by facility; Contemporary French cuisine. **Maximum 80 characters with spaces, approximately 11 words.**

10. RESTRICTIONS

Examples: No smoking; No outside caterers. **Maximum 90 characters with spaces, approximately 13 words.**

11. HISTORICAL NOTE/MEMORABLE MOMENT

This is your opportunity to highlight important company milestones. Examples: HBO Emmy Party; Home of the Tribeca Film Festival. **Maximum 170 characters with spaces, approximately 25 words.**

PROOF

We will email you a PDF proof of your ad for approval.

HOW TO SUBMIT MATERIALS

Please fill out NVG09_form.doc to submit your copy. **Please note that your copy will be edited to fit the space allowed and to match our editorial style.**

Please name your photo
"Name of Advertiser_Image1.tif."

Please send NVG09_form.doc and your photo together to expedite the process.

Materials may be submitted by Email (up to 12 MB): production@bizbash.com

To prevent file corruption, always use Stuffit, Zip, or any Macintosh self-extraction format. Include in the subject line of your email the following tagline: **"Name of Advertiser/Publication."**

FTP: Most FTP utilities are free and can be downloaded from www.tucows.com. Once installed you can connect using the following:
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Mail: Please send CDs in hard cases to avoid damage to disc.
Production c/o BizBash Media
21 W. 38th Street, 13th Floor
New York, NY 10018
Phone: 646.638.3600

BIZBASH

Formatted Ad 2 Vertical (to showcase one or two venues)

| | | | |
|---------------|--|--|--|
| MARKET | 1 | | |
| | Image 1 | Image 2 | |
| ADVERTISEMENT | 2 NAME OF VENUE STREET ADDRESS, CITY, STATE ZIP CODE | | |
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NATIONAL VENUE GUIDE 2009 FORMATTED ADVERTISING MATERIAL SPECIFICATIONS

1. PHOTOS

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Color: CMYK. Photos with excessive use of dark colors may print with heavy dot gain, resulting in a darker outcome than expected. Do not save photos with embedded color management profiles. Color reproduction cannot be guaranteed if total area density exceeds 280%. Avoid color builds for black body copy, use 100% black instead.

Resolution: 300 dpi

Acceptable File Formats: TIFF or JPG. Must be MAC compatible. A file may be refused if it is not compatible.

Please note: Photos will be color corrected to conform to our printer's color profiles.

2. NAME OF VENUE(S)

3. ADDRESS(ES)

Street Address, City, State, Zip Code. There is room for 2 addresses.

4. CONTACT(S)

Contact Name, Contact Email Address, Telephone Number, Fax Number, Web Site Address. There is room for 2 contacts.

5. PHOTO CAPTIONS

Photo caption plus photo credit (if applicable).

* If you are displaying 1 contact: **Each caption, including photo credit, can be maximum 120 characters with spaces, approximately 21 words.**

* If you are displaying 2 contacts: **Each caption, including photo credit, can be maximum 40 characters with spaces, approximately 7 words.**

Photo credit written as "Photo: John Doe Photography 2008"

6. OVERVIEW

A description of your company and the services, products, and specialties it provides to the meeting and event industry, written from a third person point of view. **Maximum 700 characters with spaces, approximately 100 words.**

7. CAPACITY

Example: 20 to 350 throughout the ballroom, boardroom, and numerous conference areas. **Maximum 95 characters with spaces, approximately 14 words.**

8. FACILITY TYPE

Examples: Museum; Nightclub; Bowling Alley; Restaurant; Ballroom; Conference Center. **Maximum 90 characters with spaces, approximately 13 words.**

9. FOOD AND BEVERAGE

Examples: Cuisine provided exclusively by facility; Contemporary French cuisine. **Maximum 80 characters with spaces, approximately 11 words.**

10. RESTRICTIONS

Examples: No smoking; No outside caterers. **Maximum 90 characters with spaces, approximately 13 words.**

11. HISTORICAL NOTE/MEMORABLE MOMENT

This is your opportunity to highlight important company milestones. Examples: HBO Emmy Party; Home of the Tribeca Film Festival. **Maximum 170 characters with spaces, approximately 25 words.**

PROOF

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Please name your photos

"Name of Advertiser_Image1.tif," etc.

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Materials may be submitted by

Email (up to 12 MB): production@bizbash.com

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NATIONAL VENUE GUIDE 2009 FORMATTED ADVERTISING MATERIAL SPECIFICATIONS

Formatted Ad 2 Horizontal (to showcase one or two venues)

| | | |
|---------------|----|---|
| MARKET | 1 | Image 1 |
| | 2 | Image 2 |
| ADVERTISEMENT | 2 | NAME OF VENUE |
| | 3 | STREET ADDRESS, CITY, STATE ZIP CODE |
| | 4 | Contact Contact Name, Contact Email Address, Telephone Number, Fax Number, Web Site Address |
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1. PHOTOS

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2. NAME OF VENUE(S)

3. ADDRESS(ES)

Street Address, City, State, Zip Code. There is room for 2 addresses.

4. CONTACT(S)

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BIZBASH

Formatted Ad 3 (to showcase one venue)

| | | | | |
|--|---------|--|---------|--|
| MARKET | Image 1 | | Image 2 | |
| | Image 3 | | | |
| 2 NAME OF VENUE | | | | |
| STREET ADDRESS, CITY, STATE ZIP CODE | | | | |
| 3 Contact Contact Name, Contact Email Address, Telephone Number, Fax Number, Web Site Address | | | | |
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Phone: 646.638.3600

NATIONAL VENUE GUIDE 2009 FORMATTED ADVERTISING MATERIAL SPECIFICATIONS

1. PHOTOS

Image 1 Dimensions (width x height): 4.4375 x 6.9375 in. (includes top bleed)

Image 2 Dimensions (width x height): 4 x 4.3125 in. (includes top bleed)

Image 3 Dimensions (width x height): 4 x 2.5625 in.

Files must be at least these sizes, we will crop to fit if larger.

Color: Color: CMYK. Photos with excessive use of dark colors may print with heavy dot gain, resulting in a darker outcome than expected. Do not save photos with embedded color management profiles. Color reproduction cannot be guaranteed if total area density exceeds 280%. Avoid color builds for black body copy, use 100% black instead.

Resolution: 300 dpi

Acceptable File Formats: TIFF or JPG. Must be MAC compatible. A file may be refused if it is not compatible.

Please note: Photos will be color corrected to conform to our printer's color profiles.

2. NAME OF VENUE

3. ADDRESS

Street Address, City, State, Zip Code.

4. CONTACT

Contact Name, Contact Email Address, Telephone Number, Fax Number, Web Site Address.

5. PHOTO CAPTIONS

Photo caption plus photo credit (if applicable). Each caption, including photo credit, maximum 80 characters with spaces, approximately 14 words. Photo credit written as "Photo: John Doe Photography 2008."

6. OVERVIEW

A description of your company and the services, products, and specialties it provides to the meeting and event industry, written from a third person point of view. Maximum 700 characters with spaces, approximately 100 words.

7. CAPACITY

Example: 20 to 350 throughout the ballroom, boardroom, and numerous conference areas. Maximum 95 characters with spaces, approximately 14 words.

8. FACILITY TYPE

Examples: Museum; Nightclub; Bowling Alley; Restaurant; Ballroom; Conference Center. Maximum 90 characters with spaces, approximately 13 words.

9. FOOD AND BEVERAGE

Examples: Cuisine provided exclusively by facility; Contemporary French cuisine. Maximum 80 characters with spaces, approximately 11 words.

10. RESTRICTIONS

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Formatted Ad 4 (to showcase one or two venues)

| | | |
|---------------|---|---------|
| MARKET | Image 1 | Image 2 |
| | Image 3 | Image 4 |
| ADVERTISEMENT | <p>2 NAME OF VENUE STREET ADDRESS, CITY, STATE ZIP CODE</p> <p>3</p> <p>4 Contact Contact Name, Contact Email Address, Telephone Number, Fax Number, Web Site Address</p> <p>5 Photos:</p> <p>1. Magnit nosto Na consed moloreet ut 2. Magnit nosto Na consed moloreet ut 3. Magnit nosto Na consed moloreet ut 4. Magnit nosto Na consed moloreet ut</p> <p>6 Overview Ut lupat velisim ero et amcosend tate duismod iamcons eniamet nim ex eugiam zzrilla conulputatie dipisse bisis non hent lut lam, Ed magna commodo loboreet, vulla at eugiam voleniamet dolore dolesto coverosto eummodio odolorp eratio odo dolor suaci eraestrud dunt augue veriture ming ea commodolore ming elesetsem nulput lan venibh esto odolenisais am, commodip ero odolor accum num diam nos nonsequis non henim venis nos dipis aliquat ip euipit wis nosto dolore magna feu feu feuis Exerat doloreetum vulla augue tis nulla conullum vendipit lorem dignim iurerici ex et venis ad min hent il dolobore dio con henis ad dit, sit lum irit aliscin hent iriurer alis nonsenis augiam, veleniamet verciliquat.</p> <p>7 Capacity Exerat doloreetum vulla augue tis nulla conullum vendipit lorem dignim iurerici ex et venis</p> <p>8 Facility Type Exerat doloreetum vulla augue tis nulla conullum vendipit lorem dignim iurerici ex et</p> <p>9 Food And Beverage Exerat doloreetum vulla augue tis nulla conullum vendipit lorem dignim iurerici</p> <p>10 Restrictions Exerat doloreetum vulla augue tis nulla conullum vendipit lorem dignim iurerici ex et</p> <p>11 Historical note/memorable moment Exerat doloreetum vulla augue tis nulla conullum vendipit lorem dignim iurerici ex et venis ad min hent il dolobore dio con henis ad dit, sit</p> | |

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Phone: 646.638.3600

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1. PHOTOS

Image 1 (width x height): 3.875 x 4.0625 in. (includes top bleed)

Image 2 (width x height): 4.5625 x 4.0625 in. (Includes top bleed)

Image 3 (width x height): 4.75 x 2.8125 in.

Image 4 (width x height): 3.6875 x 2.8125 in.

Files must be **at least** this size, we will crop to fit if larger.

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Street Address, City, State, Zip Code.

4. CONTACT

Contact Name, Contact Email Address, Telephone Number, Fax Number, Web Site Address.

5. PHOTO CAPTIONS

Photo caption plus photo credit (if applicable).

* If you are displaying 2 contacts, there is only room for 2 captions, so you will have to combine (ie, 1 & 2. City Crab Dining Room, 3 & 4 Dukes Dining Room).

Each caption, including photo credit, can be maximum 35 characters with spaces, approximately 6 words.

* If you are displaying 1 contact, **each caption, including photo credit, can be maximum 40 characters with spaces, approximately 7 words.**

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11. HISTORICAL NOTE/MEMORABLE MOMENT

This is your opportunity to highlight important company milestones. Examples: HBO Emmy Party; Home of the Tribeca Film Festival. **Maximum 170 characters with spaces, approximately 25 words.**

PROOF

We will email you a PDF proof of your ad for approval.

BIZBASH

Formatted Ad 4 Square (to showcase two venues)

| | | |
|---------------|---|---------|
| MARKET | Image 1 | Image 2 |
| | Image 4 | Image 3 |
| ADVERTISEMENT | <p>2 NAME OF VENUE STREET ADDRESS, CITY, STATE ZIP CODE</p> | |
| | <p>3 Contact Contact Name, Contact Email Address, Telephone Number, Fax Number, Web Site Address</p> | |
| | <p>4 Photos:</p> <ol style="list-style-type: none"> Magnit nosto Na consed moloreet ut Magnit nosto Na consed moloreet ut Magnit nosto Na consed moloreet ut Magnit nosto Na consed moloreet ut | |
| | <p>6 Overview Ut lupat velisim ero et amconsed tate duismod iamcons eniamet nim ex eugiam zrrilla consulpatate dipisse tisis non hent lut lam. Ed magna commodo loboreet, vulla at eugiam voleniamet dolore dolesto coreosto eummodio odolorp eratio odo dolor susci eraestrud dunt augue veriture ming ea commodolore ming elesectem nulput lan venibis esto odolensis am, commodip ero odolor accun num diam nos nonsequis non henim venis nos dipis aliquat ip euipit vis nosto dolore magna feu feu feulis Exerat doloreetum vulla augue tis nulla conullum vendipit lorem dignim iureri ex et venis ad min hent il dolobore dio con henis ad dit, sit lum irit aliscin hent iriurer alis nonsenis augiam, veleniamet verciliquat.</p> | |
| | <p>7 Capacity Exerat doloreetum vulla augue tis nulla conullum vendipit lorem dignim iureri ex et venis</p> <p>8 Facility Type Exerat doloreetum vulla augue tis nulla conullum vendipit lorem dignim iureri ex et</p> <p>9 Food And Beverage Exerat doloreetum vulla augue tis nulla conullum vendipit lorem dignim iureri</p> <p>10 Restrictions Exerat doloreetum vulla augue tis nulla conullum vendipit lorem dignim iureri ex et</p> <p>11 Historical note/memorable moment Exerat doloreetum vulla augue tis nulla conullum vendipit lorem dignim iureri ex et venis ad min hent il dolobore dio con henis ad dit, sit</p> | |

HOW TO SUBMIT MATERIALS

Please fill out NVG08_form.doc to submit your copy. **Please note that your copy will be edited to fit the space allowed and to match our editorial style.**

Please name your photos
"Name of Advertiser_Image1.tif," etc.

Please send NVG08_form.doc and your photos together to expedite the process.

Materials may be submitted by Email (up to 12 MB): production@bizbash.com

To prevent file corruption, always use Stuffit, Zip, or any Macintosh self-extraction format. Include in the subject line of your email the following tagline: **"Name of Advertiser/Publication."**

FTP: Most FTP utilities are free and can be downloaded from www.tucows.com. Once installed you can connect using the following:
ftp://server-01.bizbash.com
username: bbimageuser
password: publicuser1
The name of advertiser is required in the file name. Once connected simply drag your files into the drop box window. Notify the production department of upload at production@bizbash.com. Include in the subject line of your email the following tagline: **"Name of Advertiser/Publication."**

Mail: Please send CDs in hard cases to avoid damage to disc.
Production c/o BizBash Media
21 W. 38th Street, 13th Floor
New York, NY 10018
Phone: 646.638.3600

NATIONAL VENUE GUIDE 2009 FORMATTED ADVERTISING MATERIAL SPECIFICATIONS

1. PHOTOS

Dimensions (width x height): 4.25 x 3.375 in. (with top bleed: 4.25 x 3.5 in.)
Files must be **at least** this size, we will crop to fit if larger.

Color: CMYK. Photos with excessive use of dark colors may print with heavy dot gain, resulting in a darker outcome than expected. Do not save photos with embedded color management profiles. Color reproduction cannot be guaranteed if total area density exceeds 280%. Avoid color builds for black body copy, use 100% black instead.

Resolution: 300 dpi

Acceptable File Formats: TIFF or JPG. Must be MAC compatible. A file may be refused if it is not compatible.

Please note: Photos will be color corrected to conform to our printer's color profiles.

2. NAME OF VENUE(S)

3. ADDRESS(ES)

Street Address, City, State, Zip Code. There is room for 2 addresses.

4. CONTACT(S)

Contact Name, Contact Email Address, Telephone Number, Fax Number, Web Site Address. There is room for up to 2 contacts.

5. PHOTO CAPTIONS

Photo caption plus photo credit (if applicable).

* If you are displaying 2 contacts, there is only room for 2 captions, so you will have to combine (ie, 1 & 2. City Crab Dining Room, 3 & 4 Dukes Dining Room).

Each caption, including photo credit, can be maximum 35 characters with spaces, approximately 6 words.

* If you are displaying 1 contact, **each caption, including photo credit, can be maximum 40 characters with spaces, approximately 7 words.**

Photo credit written as "Photo: John Doe Photography 2008."

6. OVERVIEW

A description of your company and the services, products, and specialties it provides to the meeting and event industry, written from a third person point of view. **Maximum 700 characters with spaces, approximately 100 words.**

7. CAPACITY

Example: 20 to 350 throughout the ballroom, boardroom, and numerous conference areas. **Maximum 95 characters with spaces, approximately 14 words.**

8. FACILITY TYPE

Examples: Museum; Nightclub; Bowling Alley; Restaurant; Ballroom; Conference Center. **Maximum 90 characters with spaces, approximately 13 words.**

9. FOOD AND BEVERAGE

Examples: Cuisine provided exclusively by facility; Contemporary French cuisine. **Maximum 80 characters with spaces, approximately 11 words.**

10. RESTRICTIONS

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