



Advertising Menu & Contract

Official Americade Program (distributed during the event)

Advertise in the ONLY publication handed out to EVERY registered attendee.



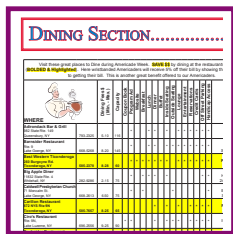
The Official Program (and possibly your ad) is read EVERY DAY for one week by touring and cruising motorcyclists, because it is the guide for their week's activities. Talk about exposure to a select audience!

The Official Program (92 page, four color) is a collector's item for many attendees. It is shared with friends, because most of the preregistrants' names are printed in it.

Advertise in the Official Program
Reach a large, active touring/cruising market
Be associated with the most prestigious event of its kind.
Contract Due 3/25 Artwork Due 4/1

Dining Guide (inside Official Program)

Fill your restaurant by participating in the *Official Americade Dining Guide*. It is the only dining guide handed to every registered attendee.



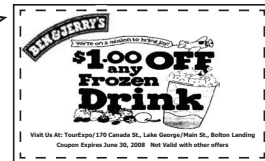
For ONLY \$99 list your restaurant's name, location, phone number, cuisine, amenities and prices.

Attract more Attendees!: Offer a 10% discount to all Wristbanded Americaders and we'll **Highlight** your listing for no additional cost !

Contract Due 4/1

Discount Coupon Book (distributed during the event)

Bring thousands of potential customers directly to your business. Advertise a *Show Discount or Special Offer* in the Discount Coupon Book.



Save \$69!
Participate in
← BOTH →
and double
your exposure !

Every Attendee receives one and EVERYONE'S looking for a deal !

Reach thousands of customers.
Increase the foot traffic to your business.
Put \$\$ in your pocket.

**Contract Due 4/1
Artwork Due 4/10**

Website - www.tourexpo.com

You're just one click away from 170,000 unique customers per year! With over 29 million website hits per year, tourexpo.com is a heavily traveled site by touring and cruising motorcyclists. Generate interest in your product year round with either a *Rotating Ad*, or a *Link 'n Listing*.

The Banner is a rotating ad appearing on the top 1/2 of EVERY page of our main website. Few other sites offer such exposure to such a large audience.

With a Link 'n Listing, your company is hot-linked from the Food 'n Fun page directly to your site.
170,000 unique customers/year Year-round exposure Linked to your site



Banners

Be sure THOUSANDS of motorcyclists know your business supports them !



White nylon with blue lettering
A. Insert only 3 x 3
B. Half Fans (full set)



Heavy gauge Red plastic with white lettering
C. 3 x 5



Heavy gauge Red plastic with White lettering
D. 3 x 20

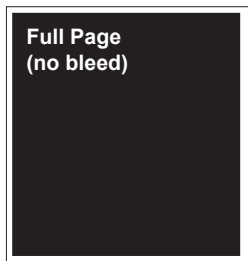
Americaders look for and regularly visit businesses displaying the Americade Banner. Get yours now. Prices include delivery until May 31st. Pick up at TourExpo on Beach Rd beginning June 1st.

Want more opportunities to be showcased during the event? Contribute to **DAILY DOOR PRIZES!** Have your name highlighted in the Official Program, 2 Door Prize bulletin boards, Daily P.A. announcements in 2 locations! For more information see the attached form or contact Christi by calling 518-798-0858 ext. 205 or sales@tourexpo.com and we'll answer all your questions.

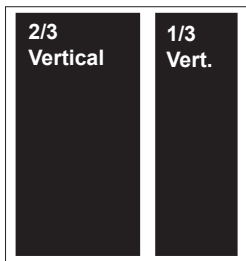
Mechanical Requirements and Terms & Conditions



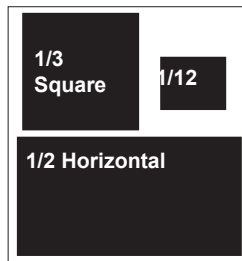
Full bleed 8 3/8" x 11 1/8"



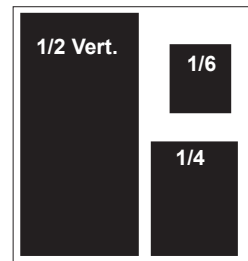
Full page 7 1/4" x 9 3/4"



2/3 Page (vert.) 4 7/8" x 9 3/4"
1/3 Page (vert.) 2 1/4" x 9 3/4"



1/2 Page (horiz.) 7 1/4" x 4 7/8"
1/3 Page (square) 4 3/4" x 4 3/4"
1/12 Page (vert.) 2 1/4" x 2 1/4"



1/4 Page (vert.) 3 1/2" x 4 3/4"
1/2 Page (vert.) 3 1/2" x 9 3/4"
1/6 Page (vert.) 2 1/4" x 4 3/4"

TRIM SIZE and BLEED:

Page size 8 1/8" x 10 3/4". Full Bleed size 8 3/8" x 11 1/8". Full Bleed Spread size 16 3/4" x 11 1/8".

LIVE MATTER:

All type and copy must remain a minimum of 3/8" clear of trim lines.

PRINTING MATTER: Line screen should not exceed 150.

Black & White: Minimum 300 dpi, high resolution pdf (preferred) or tif.

Four Color (CMYK): Minimum 300 dpi, high resolution pdf (preferred) or tif.

OFFSET PRINTING: on high quality 50# influence gloss text. Cover is 80# anthem gloss.

PRODUCTION CHARGES:

All stripping costs, typesetting, outlining, half-tones, reverses, line work, screens, art-work, design, layout, paste-up, and other extra work required will be charged to advertisers at prevailing rates (\$50 minimum charge). No charge for key changes, unless reversed from process color.

DISTRIBUTION:

Americade Program: To all attendees as they arrive at registration, and at TourExpo. The **only** official source of schedule and activity details.

WEBSITE

BANNER: 136 pixels wide by 400 pixels high (maximum) Banner links directly to your website.

LINK: Includes your company's name, address, phone #, booth number (if applicable), website address (linked), email address (linked) and 2 photos and your logo. You can supply the photos and logo or they will be taken from your website.

LISTING: Includes name, address, phone number, and booth number. Listings are complimentary for TourExpo Vendors.

COUPON BOOK

DIMENSION: Size of book: 4 1/4" x 2 3/4". Ad should be within 3 7/8" x 2 3/8," leaving room for trim. Coupon **MUST** have either a free item or a discount listed in the coupon, and an expiration date. Materials will be returned only upon request.

TERMS AND CONDITIONS

- ◆ All advertisements are subject to acceptance by Americade. Orders are accepted subject to the terms and provisions of this contract, which will prevail in case of inconsistency or conflict with advertiser's insertion order. Orders showing incorrect rate will be treated as clerical errors and will be billed accordingly.
- ◆ Americade reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Americade.
- ◆ Americade is not responsible for the content of advertisements nor for claims arising from contents of advertisement. Advertiser warrants that any copyrighted material contained in ad supplied, is free of lien or encumbrance.
- ◆ Americade will not honor advertising agency's 15% commission if any account remains unpaid for 30 days. All accounts over 30 days will be charged 2% per month.
- ◆ This contract is made and accepted in the State of New York, and the laws of New York shall control the construction, interpretation, validity, and enforceability of this contract as if all relevant aspects of the contract existed only in that state. The advertiser hereby consents to the jurisdiction of the Court of the State of New York with respect to any right of action arising under this contract, and shall be liable for reasonable costs and attorney's fees incurred by Americade in the reasonable attempt to negotiate, arbitrate or litigate the dispute.
- ◆ Should reproduction materials for scheduled advertisements fail to arrive by deadline date, Americade reserves the right to substitute best available materials.
- ◆ Materials will be returned only upon request.