

2011 Show Daily & Exhibitor Directory

THE GREAT WEST TRUCK SHOW

JUNE 9, 10 & 11, 2011

Thursday, Friday & Saturday

**LAS VEGAS CONVENTION CENTER
LAS VEGAS, NV**

Each issue of the Show Daily & Exhibitor Directory includes:

- Editorial with daily show news coverage
- Seminar schedule
- Daily events
- Exhibitor listings with booth numbers and product information
- Exhibitor floor plan
- Press releases
- Show highlights



Randall Reilly
A BUSINESS MEDIA & INFORMATION COMPANY



Increase your reach to attendees:

- Circulation of 8,000
- Copies distributed in the Registration lobby and in publication bins at the show entrances and other high traffic areas

Enhanced Exhibitor Listing \$295.00

Your exhibitor listing in the Show Daily & Exhibitor Directory will include your 4-color company logo as well as highlighting your company name in red to attract extra attention.

(This service is FREE with the purchase of a 1/2-page or larger ad in the Show Daily & Exhibitor Directory.)

For more information, contact your sales representative or:

Randy Davidson – National Sales Director
rdavidson@rrpub.com

888-349-4287
www.TRUCKSHOW.com

Advertising Deadlines

Ad Closing Deadline May 2, 2011
Materials Due Deadline May 6, 2011

Advertising may be supplied electronically on ZIP disk, CD or DVD. We also have ftp and e-mail capabilities. File may be provided in InDesign, Photoshop, Acrobat or Illustrator. Please include all fonts and supporting artwork as well as a color laser proof.

Ad Size

Tab Spread
Tab
Junior Page
1/2-Page Horizontal
1/4-Page Horizontal

Trim Size

19.0" wide X 11.5" high
9.5" wide X 11.5" high
6.25" wide X 10.0" high
8.5" wide X 5.0" high
4.125" wide X 5.0" high

Bleed Size

19.25" wide X 11.75" high
9.75" wide X 11.75" high

Live Area

18.5" wide X 11.0" high
9.0" wide X 11.0" high

Rates*

\$7,500
\$4,100
\$3,175
\$2,250
\$1,225

* Pricing includes all three days of the show.