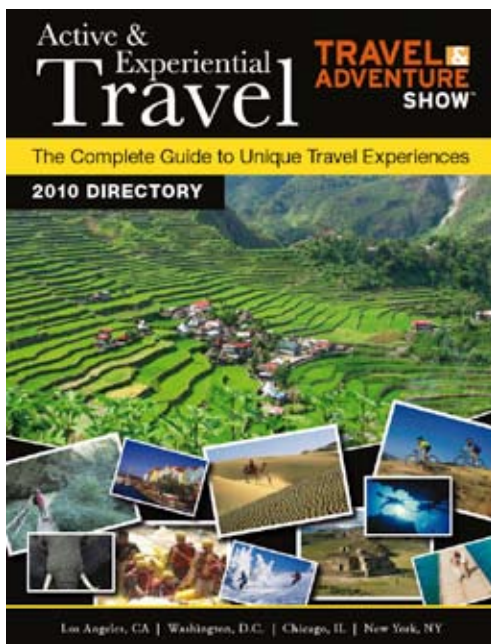




Active and Experiential Travel Directory Display Advertising Order Form

INSERTION DEADLINE: August 31, 2010 - Fall Edition
December 3, 2010 - Winter Edition
ARTWORK DEADLINE: September 17, 2010 - Fall Edition
December 17, 2010 - Winter Edition

| | |
|--------------------|-----------------------|
| EXHIBITING COMPANY | COMPANY CONTACT/TITLE |
| ADDRESS | COUNTRY |
| CITY/STATE | ZIP |
| PHONE | FAX |
| EMAIL | WEBSITE |



Premium Advertising Options:

| | Standard Rate |
|-------------------------------------------------------------|---------------|
| <input type="checkbox"/> Full Page (Inside Front Spread): | \$6,500 |
| <input type="checkbox"/> Full Page (Back Cover): | \$4,500 |
| <input type="checkbox"/> Full Page (Inside Front Cover): | \$4,200 |
| <input type="checkbox"/> Full Page (Inside Back Cover): | \$4,200 |
| <input type="checkbox"/> Map of the World Sponsor (Banner): | \$2,500 |

Standard Advertising Options:

| | |
|-------------------------------------------------|---------|
| <input type="checkbox"/> Full Page: | \$2,700 |
| <input type="checkbox"/> 1/2 Page (Horizontal): | \$1,800 |
| <input type="checkbox"/> Quarter Page: | \$1,200 |
| <input type="checkbox"/> Business Card Ad: | \$525 |
| <input type="checkbox"/> Logo Placement: | \$400 |

| | | | |
|-------------------|----|--|-----|
| TOTAL COST | \$ | | USD |
|-------------------|----|--|-----|

PLEASE SIGN BELOW

Payment terms: Payments must be paid in full and accompany order, in order to be included in Travel Directory. All directory orders are non-refundable. Credit card orders are accepted. Make checks payable to Unicom, LLC in U.S. Dollars.

| | |
|-----------|------|
| SIGNATURE | DATE |
|-----------|------|

PAYMENT OPTIONS

AMEX
 VISA
 MC
 CHECK [payable to Unicom, LLC in U.S. Dollars]
 Check # _____

| | | | |
|-------------|-----------|------------------------------------------------------------------------|-----------|
| CARD NUMBER | CID# | (last 3 digits printed after card # in signature area on back of card) | EXP. DATE |
| CARD HOLDER | SIGNATURE | | |

Active and Experiential Travel Directory

Sample Listing (Standard Listing)

NY - CH - LA - DC
Your Company Name Here
 1111 Main Street
 Millford CT, 01457
 Phone: 555-202-2229
 Fax: 555-202-2228
 Email: jsmith@abctours.com
 URL: www.abctours.com

Logo

ABC Tour is the leading adventure tour operator in the United States. In business since, 1996 we offer a wide variety of adventure tours packages within the U.S. and internationally. United States destinations include Colorado, Utah, New York, Maine, Colorado and Montana plus many more. International destinations include Belize, Chile, Ecuador and Peru.

ATE Locations:
Where you will be exhibiting

Your Logo could be here for only \$400

TRAVEL & ADVENTURE SHOW™



A page from the 2009 Directory



Advertising Specifications

Standard Advertising Options:

Full Page: \$2,700

Live Area: 8.125" x 10.625"
 Trim Size: 8.375" x 10.875"
 Bleed: 8.625" x 11.125"

Half Page Horizontal: \$1,800

Trim Size: 7.375" x 4.6832"

Business Card Ad: \$525

Trim Size: 2.3611" x 2.09"

Quarter Page: \$1,200

Trim Size: 4.7986" x 4.3911



Premium Advertising Options:

Full Page Inside Front Spread: \$6,500

Live Area: 16.5" x 10.625"
 Trim Size: 16.75" x 10.875"
 Bleed: 17" x 11.125"

Full Page Inside Front & Back Cover: \$4,200

Live Area: 8.125" x 10.625"
 Trim Size: 8.375" x 10.875"
 Bleed: 8.625" x 11.125"

Map of the World Sponsor Banner: \$2,500

Trim Size: 8.375" x 2"

Full Page Back Cover: \$4,500

Live Area: 8.125" x 10.625"
 Trim Size: 8.375" x 10.875"
 Bleed: 8.625" x 11.125"

Reserve Your Ad Space Today
 in the **ONLY**
 Active and Experiential Travel Directory
 for Consumers "Ready to Book"

Material Requirements for Digital file:

COLOR: The ATE Directory is printed using **4-color process** only – no spot colors are accepted.

FILE FORMATS: (Logos: same rules apply as below)

- A high resolution (300 dpi) .pdf file or .eps file without compression applied.
- All fonts must be embedded (.pdf) or converted to outlines (.eps).
- For full page ads, include 1/8 inch bleed – publication trim size: 8 3/8" x 10 7/8".

PROOFING: Files should be submitted with a SWOP approved proof. Use of a SWOP accredited proof protects both the advertiser and the publisher and ensures that your ad is printed correctly and with your expectations in mind. If you are unable to provide a SWOP proof, you may substitute a color laser print or if no proof is sent, the Travel & Adventure Show cannot accept the responsibility for the accuracy of your printed ad.

MEDIA: If file is less than 5MB you can send via e-mail to cdeluca@unicomm.org. Digital file may be sent on CD-ROM.

INSERTION DEADLINE: August 31, 2010 Fall Edition and December 3, 2010 Winter Edition

ARTWORK DEADLINE: September 17, 2010 Fall Edition and December 17, 2010 Winter Edition

SEND MATERIALS TO: Chris DeLuca, Unicomm, 488 Wheelers Farm Rd, 1st Floor, Milford, CT 06461, p: 203-878-2577 x109, cdeluca@unicomm.org