



Exhibit at K/BIS Without Buying a Booth!

ICPA invites manufacturers and fabricators to join its MasterCast marketing initiative at K/BIS 2009 in Atlanta. MasterCast will exhibit at K/BIS and distribute *Casting Call*, a 48-page, full-color magazine targeted at kitchen and bath designers, remodelers, builders and architects. Readers use *Casting Call* to find manufacturers and fabricators in their regions.

An advertisement in *Casting Call* promotes your company to thousands of potential leads at a fraction of the cost to exhibit on your own.

Reservation Deadline: March 9, 2009
Art Deadline: March 16, 2009

SEE FOR YOURSELF: Call or email now for a free sample issue —
 abrown@icpa-hq.org or 703-682-1665.



Casting Call Ad Reservation Form

ADVERTISER						DATE	
CONTACT NAME				AGENCY (if applicable)			
ADDRESS							
CITY			STATE		ZIP		COUNTRY
PHONE		FAX			EMAIL		

Choose From the Following Packages:

OPTION 1 - FULL PAGE AD PACKAGE:

- MEMBERS: \$1,700
- NONMEMBERS: \$2,100

INCLUDES:

- Full page, 4-color advertisement
- Company logo included in a post-show email to leads collected at K/BIS
- Logo and contact information listed in the advertiser directory
- 100 extra copies of *Casting Call* for your showroom

OPTION 2 - HALF PAGE AD PACKAGE:

- MEMBERS: \$850
- NONMEMBERS: \$1,050

INCLUDES:

- Half-page, 4-color advertisement
- Logo and contact information listed in the advertiser directory
- 50 extra copies of *Casting Call* for your showroom

Additional Options:

ORDER EXTRA COPIES OF CASTING CALL

- Members: \$65 per 100 copies
- Nonmembers: \$130 per 100 copies

Send me _____ extra copies.

UPGRADE YOUR ICPA LISTING

ICPA members automatically receive a basic listing in the manufacturer directory. To enhance your listing, add a company logo and larger typeface for \$300

- Basic Listing (free)
- Enhance my listing (\$300)

TOTAL: \$ _____

Print Specifications and Conditions on reverse. ➤

SEND MATERIALS TO: *Casting Call*
 ICPA, 1010 N. Glebe Road, Suite 450, Arlington, VA 22201

For more information, contact Andy Brown at abrown@icpa-hq.org, or Ph: 703-682-1665, Fax: 703-525-0743.



Casting Call Advertising Reservation Form *cont.*

PRINT SPECIFICATIONS:

Full page bleed	8.375" x 10.875" (trim size) 8.375" x 11.125" (bleed width x height) 7.25" x 10.25" (live area)
Half page horizontal	7" x 4.75"
Half page Vertical	3.25" x 9.75"
Printing Method:	Web offset; perfect binding; 150 line screen
Final trim size:	8.375" x 10.875"
Bleed size:	8.625" x 11.125"
For bleeds, allow 0.125 (1/8") larger than trim size and keep live matter at least 0.25" (1/4") from trim.	

Supplying Your Ad Materials

Digital Files.
High resolution Photoshop .tif file flattened and compressed (no layers).
High resolution PDF with fonts embedded and all colors/images at 300 dpi and CMYK color attributes (PRESS QUALITY or PDF/X-1a).

Additional production costs will apply if materials are not supplied in digital format.

Media Supported

CD-ROM (if you would like your media returned, please include your name and address).
Ads on disk must be accompanied by a laser or color proof to be output.

Color Proofs

3M Matchprint is preferred; color laser is acceptable. Without a color proof, print quality of your ad cannot be guaranteed.

Color Specifications

This is a process color-only publication. Colors used in ad materials must be converted to CMYK before submission. Do not supply files as RGB, including imported graphics. This may cause a delay in the processing of your ad and incur additional production costs. *Casting Call* reserves the right to convert any specified PMS color to standard process color conversion without prior permission from advertisers or agencies.

ADVERTISING CONDITIONS:

An advertising contract is required and must be received by the space reservation date specified. The forwarding of an order is construed as the acceptance of all rates and conditions under which advertising is sold. Payment for advertising is due no later than 30 days from the date of the invoice. 1.5% interest will be charged to accounts over 30 days past due.

Conditions appearing on contracts, insertion orders or copy instructions that conflict with the publisher's stated policies will not be binding on the publisher. The publisher reserves the right to add the word "advertisement" at the top of any copy which, in the publisher's opinion, simulates editorial matter and might be misleading to the reader. The publisher is not responsible for any claims made by advertisers and reserves the right to reject any advertising not in keeping with publication standards.

Any typesetting, design, photography or work done by the publisher will be billed at the prevailing rate of the publication's printer/designer and done on a limited basis. Advertiser and ad agencies assume liability for any copy/art changes. The publisher's liability for any error shall not exceed the charge for the advertisement in question.

Reservation Agreement: I have read the copy and contract regulations for advertising in ICPA's *Casting Call* and by my signature, agree to accept them as stated. Cancellations must be made in writing and are NOT accepted after the space reservation deadline. By signing this contract, I consent that I am an authorized signatory for my company.

SIGNATURE

DATE

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