



# DSE DAILY NEWS

DIGITAL SIGNAGE EXPO

Serving The Digital Signage Expo 2013

February 27-28, 2013 • Las Vegas Convention Center • Las Vegas,

## Maximize Your Investment in DSE by Advertising in the Official Show Publication

Reach **2,000+** Digital Signage Decision Makers and Drive Traffic to Your Booth

Make sure that this critical audience sees your product or service at DSE by advertising in the Digital Signage Expo Daily News. This will be the one publication attendees turn to for the latest exhibit news, conference and exhibit updates, and program information.

**Call Today to Book Your Ad!**

## SPECIAL OFFER!

ADVERTISERS IN THE FEBRUARY ISSUE OF DIGITAL SIGNAGE MAGAZINE GET 10% OFF DSE DAILY NEWS PUBLISHED RATES!

FOR ADVERTISING INFORMATION:  
DEBBIE ROSENTHAL  
NATIONAL SALES MANAGER,  
Phone: (212) 378.0473  
Fax: (212) 378.0466  
Email: drosenthal@nbmedia.com

FOR EDITORIAL INFORMATION:  
DAVID MCGEE  
Phone: (212) 378.0403  
Fax: (212) 378.0470  
Email: dmcgee@nbmedia.com

## AD RATES (All rates are gross.)

### Tabloid Sizes\*

|                          |                   |        |
|--------------------------|-------------------|--------|
| Tabloid page.....        | 10 3/8" x 14 1/4" | \$2545 |
| 1/2 page Horizontal..... | 10 3/8" x 7 3/8"  | \$2065 |
| 1/4 page.....            | 4 5/8" x 7 3/8"   | \$1615 |

### Standard Magazine Sizes\*

|                    |                  |        |
|--------------------|------------------|--------|
| Standard page..... | 7 3/8" x 10 3/4" | \$2290 |
| 2/3 page.....      | 4 5/8" x 10 3/8" | \$1880 |
| 1/2 page.....      | 7" x 4 7/8"      | \$1720 |
| 1/3 page.....      | 4 5/8" x 4 7/8"  | \$1425 |
| 1/4 page.....      | 3 1/2" x 4 3/8"  | \$1240 |
| 1/6 page.....      | 2 3/8" x 4 7/8"  | \$875  |

\* Dimensions reflect trim size. Add 1/4" for bleed.

Keep live matter 1/4" inside trim.

|                             |       |
|-----------------------------|-------|
| Product Showcase (net)..... | \$425 |
| Classified Column inch..... | \$75  |

## COLOR CHARGES

|   |       |
|---|-------|
| 4-color process.....                              | \$500 |
| 2-color PMS match.....                            | \$350 |
| 2-color house.....                                | \$250 |
| CALL FOR PRICING ON INSERTS AND SPECIAL POSITIONS |       |

## DEADLINES

Space Reservations and Edit Deadline: Jan. 14, 2013

Materials: January 31, 2013

