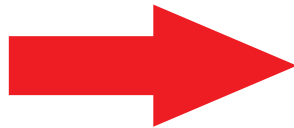


CHILDREN'S CLUB ADVERTISING OPTIONS

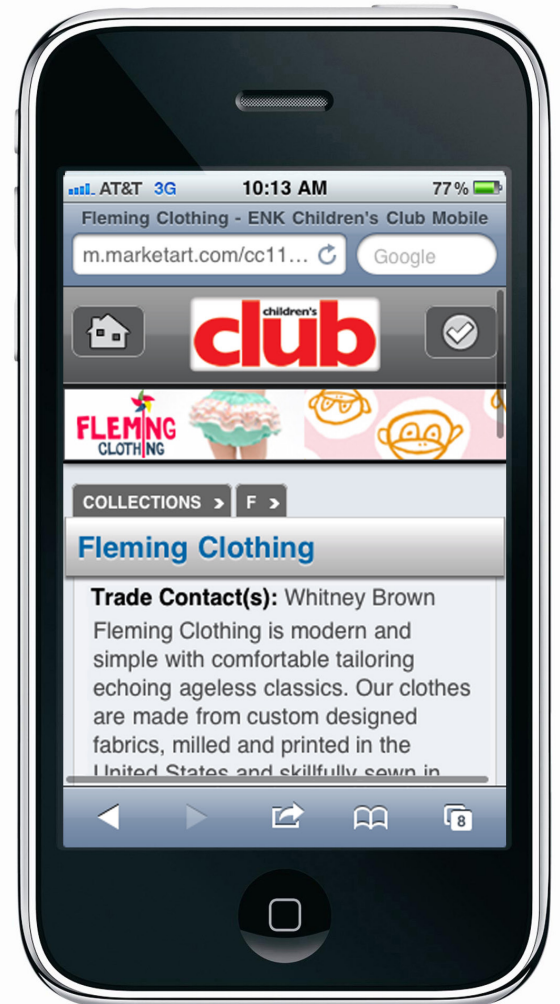
CATALOGUE



YOUR AD
HERE



MOBILE



CHILDREN'S CLUB ADVERTISING PROCESS

THE PROCESS:

1. Review the spec sheet to pick the advertising option that is right for your collection.

2. Contact our team to **RESERVE YOUR AD** or with any questions.

Children's Club Exhibitors - Renata Levin - rlevin@enkshows.com - 646.841.1466

AD RESERVATION DEADLINE: February 13, 2012

3. Submit completed art to Renata Levin at rlevin@enkshows.com or send it to:

ENK INTERNATIONAL
C/O Asa Ivry-Block CC Ads
3 East 54th Street
12th Floor
New York City 10022

For all art related questions, call Asa at 646.841.1514

ART DEADLINE: February 15, 2012

CHILDREN'S CLUB

ADVERTISING OPTIONS

PRINT ADVERTISING:

B&W CATALOGUE ADVERTISEMENT

(See right for Diagram)

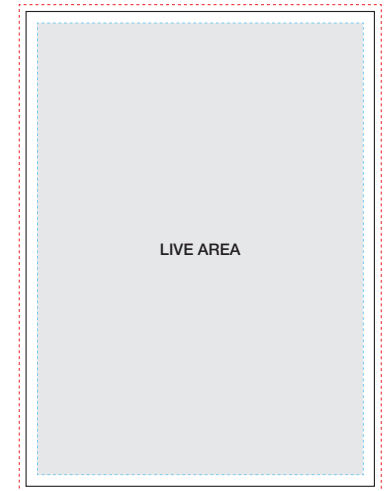
Trim Size.....6.5625" wide x 8.9375" high (black solid line)

w/Bleed.....6.8125" wide x 9.1875" high (red dotted line)

Live Area.....6.0625" wide x 8.4375" high (blue dotted line & gray area)

SAFETY: ALL LIVE AREA MATERIAL MUST BE 1/4" AWAY FROM TRIM ON ALL SIDES.

CATALOGUE ADVERTISEMENT



DIGITAL ADVERTISING:

ENHANCED LISTING MOBILE PLATFORM

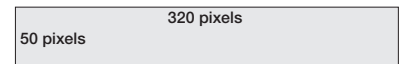
(See right for Diagram)

File Types..... .jpg, .gif (non-animated), .png, .eps, .ai

(Vector files (.eps or .ai) must have text outlined or fonts included)

Mobile Pixel Dimensions.....320 pixels wide x 50 pixels high

MOBILE IMAGE



ROTATING MOBILE BANNER

(See right for Diagram)

File Types..... .jpg, .gif (non-animated), .png, .eps, .ai

(Vector files (.eps or .ai) must have text outlined or fonts included)

Pixel Dimensions.....320 pixels wide x 50 pixels high

MOBILE IMAGE



PRINT ADVERTISING GENERAL SPECS:

Media: Mac Formatted disks, Zip 100, CD-R, CD-RW.
Please note that CD-ROMS must be formatted as ISO 9660 so as to be read by Mac OS. Submitted media must be clearly labeled.

- Format:
1. **Hi Res PDF files** (Made ONLY through Acrobat Distiller) (No Native Application Files Accepted)
 2. **InDesign** file with ALL FONTS and IMAGES packaged.
 3. **Photoshop TIFF** file with all FONTS
 4. **Illustrator EPS** file with ALL IMAGES and ALL FONTS CONVERTED TO OUTLINES

PDF files **MUST** be made using Acrobat Distiller.

The Hi-Res files must have:

1. All fonts Embedded/Outlined (NO True Type fonts accepted)
2. GRAYSCALE, never CMYK, RGB or LAB
3. All spot colors **MUST** be converted to Grayscale
4. OPI must **NEVER** be included in the file
5. Resolution: 300 DPI minimum for all submitted images and files



ENK CREATIVE DEPARTMENT
3 East 54th Street, 12th Floor,
New York City 10022
212.759.8055

The following are the **ONLY ACCEPTED PROOFS**:

1. Kodak APPROVAL Proof
2. Matchprint DIGITAL H/T Proof
3. Fuji FINALPROOF

THE PROOF MUST ALWAYS BE GENERATED DIRECTLY FROM THE DISK/FILE YOU SUBMIT.

Proofs **MUST** be created with SWOP web offset gains. ENK International not responsible for variance between digital file, and any proof not listed above. Proof must be screened @ 133 Line Screen on publication base. Color calibration SWOP Standards, Density max 260%-280%. ENK will not return submitted ad materials.

Workfolders: In addition to the Hi res files, all supporting fonts, illustrations, and scans must accompany each submitted ad. All submitted fonts must be for MAC OS (NO PC FONTS), and Postscript in nature, NO 'True Type' fonts. Any stylized fonts in Quark **WILL NOT** be accepted. Illustrator files should have all fonts converted to outlines. All files must be saved to disc preferably in the Macintosh OS format. A disc directory and proper proof must accompany each ad file.

All submitted images, and/or files must be converted to Grayscale.

Ads supplied without a proof may be rejected.

If accepted, ENK International is not responsible for color or content of proof since client will not be able to sign off on the proof made.

ENK International is not responsible for color or content of proofs or files that do not conform to the specifications listed.

The term "Full Image Bleed" comes from the printing industry. The book printing process normally uses paper that is larger than the final trim size. This allows you to print an image over the edge, so when the paper is cut down, the image "bleeds" over the edge. Using full bleed assures you that the book will not have unwanted white edges. Suppose your page image employs a blue background, so you increase the size of the image and fill any newly created edges with blue. We will then print the full image that is slightly bigger than the book's trim size. While you need to allow for a certain margin of error in your design, employing full bleed will ensure no white margins show.

Be sure to set your selected image height to the full bleed size requirement. If it is not, some small areas of white space may appear on your page.

We highly recommend you do not place any text within .5 inches from any edge. To allow for variances from one printing to the next, placing text away from the edges will ensure that it is not cut off.

Glossary of general terms:

Bleed: When the image or color on a printed piece goes all the way to the edge, it is said to bleed to the edge.

A bleed is achieved by printing a document slightly larger than the trim size and cutting it down to size.

Bleed Allowance: The amount in which a bleed must extend beyond a document's trim in order to allow for variations in cutting and folding.

Proof (noun): A reproduction of what the printed job should look like. Can take many forms, such as black-and-white, color, blueline, Matchprint, and so forth.

Proof (verb): Short for proofread. Also means to check the color and position of text and images on a page layout.

Proofread: To edit a manuscript for spelling and punctuation errors.

Trim: To cut the excess paper from the edges of a publication after it has been printed and bound.

Trim Mark: Vertical or horizontal lines placed outside the margins of a page to indicate where the paper should be cut.

Trim Size: The size of a page after it has been trimmed.



ADVERTISING ORDER FORM

DESCRIPTION

- ☐ AD in the catalog \$400
- ☐ Smart Phone Rotating Banner \$800
- ☐ Smart Phone Photo and a 50 word description \$150
*OR free with AD in catalog

SHOW

- ☐ Children's Club ☐ Coterie
- ☐ Circuit ☐ Sole Commerce
- ☐ Intermezzo

NET COST

\$

COMPANY/COLLECTION

ADDRESS

CONTACT

TELEPHONE

BILL TO (if different than above)

AUTHORIZED BY

By signing this you agree to ENK's Terms and Conditions below.

Print Name

Date:

Signature

- Signing this agreement indicates firm advertising space commitment in accordance with the corresponding rate. A faxed, signed copy of this agreement is also binding.
- ENK International is not responsible for color or content of proofs or files that do not conform to the specifications of each particular ad.
- All advertising pieces are subject to approval by ENK.
- Advertiser agrees that the ENK and/or publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement
- This agreement creates no obligation on the part of ENK and inclusion in advertising and promotional materials will not be confirmed until ENK is in receipt of signed Participation/Exhibit Space Contract, Participation/Exhibit Space Fees and Advertising Fees (as per invoice). Failure to adhere to the payment schedule will be construed as a forfeiture of your participation and advertising will not be published.
- Advertising fees are nonrefundable. Failure to participate in the event will result in advertising cancellation

Please fax back to 212.758.3403