

75% of attendees strongly agree that the Exhibit Program is a useful reference.

NFPA World Safety Conference and Exposition® Official 2005 Exhibit Program

The NFPA World Safety Conference and Exposition is the largest event of its kind in North America, with hundreds of participating exhibitors from the fire and life safety industries.

This event provides an outstanding advertising opportunity in its official 2005 on-site program. With an average total attendance of 7,000 fire and life safety professionals, the NFPA World Safety Conference and Exposition® attracts major industry decision-makers, such as architects, building officials, fire chiefs, industrial fire safety specialists, health-care safety professionals, fire marshals, electrical inspectors, loss prevention managers, educators, and fire protection consultants.

The upcoming NFPA Exposition is scheduled for June 6-10, 2005 in Las Vegas, Nevada.

2005 NFPA World Safety Conference and Exposition

Official Exhibit Program — Rate Card #8

| UNIT | 4-Color | B&W |
|---|----------------|----------------|
| Full page | \$2,600 | \$1,390 |
| 1/2 page island | \$1,950 | \$1,270 |
| 1/2 page | \$1,740 | \$1,080 |
| 2 page spread | \$4,100 | \$2,200 |
| Cover #2 | \$3,180 | N/A |
| Cover #3 | \$2,460 | N/A |
| Cover #4 | \$3,690 | N/A |
| Section Intros: one side | \$3,180 | N/A |
| Section Intros: front and back | \$4,920 | N/A |
| Logo with company description (available to all exhibitors, non-commissionable) | \$170 | N/A |

Advertisers must be 2005 NFPA exhibitors in Las Vegas, Nevada, June 6-10, 2005, and advertise in the 2005 May/June issue of *NFPA Journal*. Ad closing date is March 25, 2005.

See reverse side for program mechanical requirements.

NFPA World Safety Conference and Exposition® Official Program Mechanical Requirements

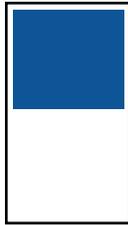
Full-page

5 1/2" x 8 1/2"



1/2-page horizontal

5 1/2" x 4 1/4"



Publication Trim Size: 5 1/2" x 8 1/2"

Bleed size: 5 3/4" x 8 3/4"

Full-page ad, live area: 4 3/4" x 7 1/2"

Half-page ad, live area: 4 3/4" x 3 3/4"

Binding: Saddle stitch.

Phone: (617) 984-7323

Fax: (617) 984-7090

E-mail: dfergason@nfpa.org

For mailing instructions, terms and conditions, agency commission, and wire/draft payments, please refer to the "Advertising" section in your media kit or call the NFPA Advertising Department. For additional information about the many benefits of being an exhibitor at the NFPA World Safety Conference and Exposition, call Kristen Terry, ROC Exhibitions, at (630) 271-8224 or e-mail kterry@rocexhibitions.com.

Digital Advertising Materials Requirements

Acceptable Media

Ads may be submitted using any of the following media formatted for Macintosh:

- 1.4 MB 3.5" floppy disk
- CD

Acceptable File Formats

- Quark XPress® on Macintosh platform
- Ads created in Adobe Illustrator® and Freehand® can be provided as EPS Files (be sure to include fonts) or save fonts as outlines
- PDF files

Specifications

- Documents must be set to *NFPA Journal's* mechanical requirements for ads in the media kit (see Rate Card).
- All pictures, photographs, illustrations, and logos must be in TIFF or EPS file format, including nested images. If images include nested fonts, we require all font files, including screen and printer fonts. JPEG images are not acceptable.
- All color images must separate as C,M,Y,K. Remove RGB, Spot Colors, and Lab Colors from your color pallet before saving your file.

- All fonts must be included as both screen and printer fonts. Postscript fonts are required for each font used in the ad. TrueType® fonts are not acceptable.
- Laser proofs for black-and-white ads and color proofs for color ads must accompany all digital materials.
- Photographs should be 300 dpi in final size.
- Line art should be 1200 dpi in final size.

Don't

- Do not pick screen percentages under 3%.
- Do not save any images in Photoshop, Illustrator Freehand, etc., without converting to C,M,Y,K.
- Do not save images as TIFF files with "none" chosen as background color in picture box. Color should be 0% black.
- Do not use pseudo-commands (i.e., do not apply "style" to fonts).
- Do not make Quark EPS files.
- Do not set screens in Photoshop.
- Do not nest EPS files.