

A Publication of Door + Access Systems Newsmagazine

# d+as SHOW GUIDE

## A NEW AND DISTINCTIVE PUBLICATION

Here are some key details about the D+AS Show Guide:

- **Unique Size.** Its distinctive and handy smaller size (5-1/2" x 8-1/2") differentiates it as a new and special publication from D+AS.
- **Unique Content.** Its content focuses entirely on Expo and Fencetech exhibitor displays. An exhibitor's ad appears on one side of a page opening, while the other side contains our coverage of that exhibitor's booth such as photo(s) and the featured products displayed.
- **Timely Mailing.** The show guide will be distributed as soon as possible after Expo concludes.
- **Easy Ad Specs and Rates:** To simplify advertising, all ads are full-page ads (5-1/2" x 8-1/2"), bleeds are free, and you can buy one of three packages. See below.
- **Devoted to Advertisers:** The Show Guide covers the exhibits of advertisers only. If you don't advertise, your exhibit will not be covered.

## AD RATES AND SPECIFICATIONS

**Eligibility.** Advertising in the D+AS Show Guide is an exclusive benefit of DASMA membership unless you do not qualify for membership in DASMA. To be included in this special publication, you must be a DASMA member who is exhibiting at the International Garage Door Expo and/or at Fencetech 2018.

### Choose One of Three Easy Packages.

- **1+1: \$1,700.** Buy a full-page ad for \$1,700, and get one full page of editorial free.
- **2+2: \$3,100.** Buy two full-page ads for \$3,100, and get two full pages of editorial free.
- **Premium Position Package 1: \$1,700.** You get either the back cover or the inside front cover.
- **Premium Position Package: \$2,900.** You get the 1+1 package plus one of the two premium positions. These two positions will be granted on a first-served basis.

**Ad Production.** Submit your ad as a high-resolution (300 dpi or greater) print-ready pdf or in InDesign files. If you request ad production work, you will be billed at cost. Email your ad materials to the advertising manager at [ann@CunninghamBaron.com](mailto:ann@CunninghamBaron.com).

**Trim Size and Bleed.** Magazine trim size is 5-1/2" x 8-1/2". Bleed size is 5-3/4" x 8-3/4". Live matter not intended to bleed off trimmed page should be confined to 1/8" from trimmed edge. Bleeds allow 1/8" excess on all sides. Bleeds are free.

**Ad Submission Deadline.** Due to the tight publication schedule, all ads must be submitted by April 20, 2018.

**Advertising Content.** No advertisement that contains price information will be accepted. The editor and publisher reserve the right to reject any advertising material that does not uphold the dignity of this professional journal or the industry it represents. Advertising that simulates editorial content must carry the word "Advertisement" in 8 pt. or larger type.



The D+AS Show Guide is an annual publication that helps tradeshow exhibitors maximize their investment in Expo and Fencetech.

We know that exhibitors may spend \$100,000 or more to reach only 2,000\* dealers who come to Expo. With the D+AS Show Guide, you spend only \$1,700 to reach the 18,000 dealers on our mailing list, the industry's largest list.

**In the D+AS Show Guide, you will receive a full-page full-color ad plus a full page of editorial coverage of your booth at Expo and/or Fencetech, all for only \$1,700.**

\*IDA's audited attendance for the last five Expos: 2017 (Atlanta) = 1,585 dealers; 2016 (Las Vegas) = 2,296 dealers; 2015 (Indianapolis) = 1,632 dealers; 2014 (Las Vegas) = 1,973 dealers; 2013 (Nashville) = 1,584 dealers. These are dealer personnel; the actual number of dealerships in 2017 was 558.



www.sommer-usa.com

## evo+

### The next garage door opener evolution

Faster. Stronger. Brighter. More Secure.



**PLUG & PLAY ACCESSORIES**  
Create your own optional value-added product

			
			

**New evo+ opener offers simplicity**

"The new Sommer evo+ garage door opener line was created to keep things simple: simple assembly, simple installation, and simple inventory with three different motor sizes in a one-drive system," said Mark Myers, regional sales manager.

The evo+ opener line has a plug-and-play accessory system (see photo) that allows the dealer to customize each unit for each customer. Optional add-ons include battery back-up, additional LED lighting, lock, expanded memory, etc.

The evo+ opener features direct-drive technology (traveling motor on a fixed chain) and has only one rail length that accommodates both 7' and 8'-high doors. If needed, rail extensions can increase the rail length up to a maximum door height of 24'.

Plus, the encryption in its bi-directional radio system provides one of the highest levels of security.

[www.sommer-usa.com](http://www.sommer-usa.com)

YOU CUSTOMIZE FOR YOUR CUSTOMER: Several plug-and-play accessories allow dealers to easily customize each unit. Pictured: Plugging in the lock accessory.

22 | D+AS Show Guide 2017

## CONTACT INFORMATION

### Advertising Manager

Ann Marie Cunningham

Phone: 216-579-6100, ext. 1

Email: [ann@CunninghamBaron.com](mailto:ann@CunninghamBaron.com)

### Editor

Tom Wadsworth

Phone: 815-285-3861

Email: [trw@tomwadsworth.com](mailto:trw@tomwadsworth.com)

Ad Packages				Check one	
CHECK ONE	AD PACKAGE	YOU GET	COST	INSIDE FRONT COVER	BACK COVER
<input type="checkbox"/>	1+1	1 full-page ad + 1 full page of editorial	\$1,700		
<input type="checkbox"/>	2+2	2 full-page ads + 2 full pages of editorial	\$3,100		
<input type="checkbox"/>	Premium Position 1*	Back cover ad or inside front cover ad	\$1,700	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Premium Position 2*	1+1 <b>PLUS</b> a premium position ad	\$2,900	<input type="checkbox"/>	<input type="checkbox"/>

\*If you select a Premium Position Package, be sure to check one box in the right columns to select either the inside front cover or the back cover. These two positions are available on a first-served, first-served basis.

All advertisers must complete the following:

[Your company] \_\_\_\_\_ agrees to pay \$ \_\_\_\_\_ for the package checked above.

(Note: If you fill in the incorrect amount, you will be billed the correct rate.)

- The editor will work closely with you to gather the information to be covered on your editorial content page. Due to the extremely tight deadlines, you will not be able to review this page.
- All advertisers must abide by the specifications and terms listed on the current **D+AS Show Guide** rate card.
- The publisher must have on file a signed contract from the advertiser prior to publication.
- Payment for advertising must be received within 30 days of date of invoice. Late payments will be charged a penalty of two percent (2%) per month or fraction thereof, in addition to any collection charges.
- Digital advertising material must be provided to **D+AS Show Guide** prior to deadline.
- If **D+AS Show Guide** provides any production or changes in artwork at the request of the advertiser, charges for same will be billed to the advertiser.
- Unearned frequency charges will be charged back to the advertiser.
- The publisher reserves the right to approve all advertisements; however, the publisher does not assume any responsibility for advertisement content.
- The additional terms and conditions set forth on the attached Liability page are incorporated herein by reference.

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Date submitted \_\_\_\_\_ Authorized by \_\_\_\_\_

Bill our company at the above address.  Bill our ad agency at the following address:

Ad Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Please return this contract to: **D+AS Show Guide**

c/o Cunningham Baron, 1900 Superior Avenue, Suite 304, Cleveland, OH 44114 or Fax: 216-579-6102 or email [ann@CunninghamBaron.com](mailto:ann@CunninghamBaron.com)



## LIABILITY

The publisher reserves the right to refuse copy deemed inappropriate to the policies and standards of the Door & Access Systems Manufacturers Association, International (DASMA).

The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher.

The advertiser and agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter), or the unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof, but this right does not imply that publisher has reviewed or assumes any responsibility for advertisement content, and publisher does not assume any such responsibility. This right, and the above indemnity, shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

The publisher reserves the right to cancel this contract at any time upon default by the advertiser and/or its agency in the payment of bills or in the event of any other substantial breach of this contract. Upon such cancellation, charges for all advertising published and all other charges payable under this contract shall become immediately due and payable by the advertiser and its agency upon rendition of bills therefor.

If the advertiser and/or its agency defaults in the payment of bills, or if in the judgment of the publisher its credit becomes impaired, the publisher shall have the right to require payment for further advertising under this contract upon such terms as the publisher may see fit.

If the publisher is unable to set any advertisement in the type or style requested, it may set such advertisement in such other type or style as in the publisher's opinion most nearly corresponds thereto, and the advertisement may be inserted without submission or proof.

Where cuts, electrotypes, or material furnished by the advertiser or its agency occupy more space than specified in the contract or insertion order, the publisher should immediately communicate with the advertiser or its agency for definite instructions. If the publisher is unable to secure definite instructions, the advertisement shall be omitted.

Failure by the publisher to insert an advertisement in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute a breach of contract.

Unless otherwise stipulated, the publisher shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertisement is ordered has all been taken, and also to limit the amount of space an advertiser may use in any one issue.

A waiver by either party hereto of any default or breach by the other party shall not be considered as a waiver of any subsequent default or breach of the same or any other provisions hereof.