

Go straight to the source. Advertise in the most comprehensive, most-widely-read source in the movie theatre industry that'll be on desks all-year long and on bookshelves forever.

Who are theatre owners?

What are theatre owners?

How can I reach theatre owners?

Where are the theatre owners?

Why are there theatre owners?

You have this product or service that movie theatre owners and operators could use. You've contacted many of them, you have sold to some of them, and now you need to reach more of them.

It's time to advertise in NATO's *Encyclopedia of Exhibition*.

The *Encyclopedia of Exhibition* is filled with hundreds of pages of articles, listings, directories, and statistical data vital to movie theatre professionals – decision-making owners, managers, and buyer-bookers in the United States and around the world. It's mailed free-of-charge to all of NATO's member theatre owners. As a result, there are few exhibitors who do not own a copy (but they end up buying one anyway).

Despite its formidable circulation, the *Encyclopedia of Exhibition's* advertising rates remain a tremendous bargain. The *Encyclopedia* is NATO's annual directory – and for less of the cost of mailing a brochure to all companies listed in the book, your ad can appear in a reference volume industry professionals will read all year (and in many instances, leave on their bookshelves forever).

The glossy *Encyclopedia of Exhibition* features straightforward information and is illustrated with sharp, vivid photographs and eye-catching graphs. It's a suitable publication for all kinds of ads – be they big or small (or in between), color or black and white (or in between). The annual's depth and quality can enhance your promotion, creating a definite impression on our readers – your customers.

We are currently reserving spaces, and we hope you will consider advertising in our upcoming edition. If you're interested, please take a moment to complete the interest form, give me a call at (818) 506-1778, or send an e-mail message: marynato@mindspring.com.

Sincerely,

Mary dela Cruz
Advertising Director

P.S. When you place an ad in the *Encyclopedia*, you will also receive a free opportunity to list your company in the annual's advertisers index and a complimentary copy of the book upon publication in late September.

2006-2007 NATO ENCYCLOPEDIA OF EXHIBITION ADVERTISE

National Association of Theatre Owners • 4605 Lankershim Blvd., Suite 340 • North Hollywood, CA 91602 • (818) 506-1778 • Fax (818) 506-0269

NATO ENCYCLOPEDIA OF EXHIBITION

PUBLISHED BY THE NATIONAL ASSOCIATION OF THEATRE OWNERS • 4605 LANKERSHIM BLVD., SUITE 340 •
NORTH HOLLYWOOD, CA 91602 • PHONE (818) 506-1778 • FAX (818) 506-0269 • WWW.NATOONLINE.ORG

CONTACT: MARY DELA CRUZ, ADVERTISING DIRECTOR • PHONE (818) 506-1778 • FAX (818) 506-0269 • MARYNATO@MINDSPRING.COM.

ADVERTISING RATES

Gross rates are in U.S. dollars and are subject to change.

	Full Page	1/2 Page*	1/3 Page	1/4 Page	1/8 or 1/9 Page
Black & White	1,381	739	593	480	318

	Full Page	1/2 Page*	1/3 Page	1/4 Page	1/8 or 1/9 Page
Full color	2,466	1,260	954	712	439

*Add 15% for 1/2-page vertical island.

2-color match (PMS), 5th or premium matched (eg. metallic, fluorescent) color: add \$300 to color rate.

SPECIAL RATES

Special discount ad rates for the *Encyclopedia of Exhibition* are offered to NATO members and *In Focus* magazine advertisers. For more information, please contact Mary dela Cruz at (818) 506-1778.

PREMIUM POSITIONS

Non-cancellable. The additional premium rates apply to full-page 4-color ads only. Please inquire about availability.

Inside Front Cover (Cover II)	add \$462.00
Inside Back Cover (Cover III)	add \$315.00
Back Cover (Cover IV)	add \$462.00
Tabs	add \$315.00

SPECIAL POSITIONS

Ad space must be reserved by deadline. Orders which specify placement other than tabs and covers are accepted but requested position cannot be guaranteed. Please call to inquire about availability.

TERMS AND PAYMENTS

All insertions are confirmed with a space contract. The publisher reserves the right to exclude any advertisement for any reason, including without limitation any advertisement which, in its opinion, does not conform to the standards of the *Encyclopedia of Exhibition*. Advertisements are accepted and published by the publisher only upon the representation that the agency and/or advertiser is authorized to place the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits for defamation, violation of rights of privacy, plagiarism, direct, vicarious or contributory copyright infringement, and business torts. No contract, insertion orders or copy change will be accepted without written confirmation. Mechanical work not subject to agency commission and/or cash discounts.

PAYMENTS: Invoices are due and payable 30 days from billing date. No agency commission will be allowed if payment is not made within 30 days from insertion date. 2% will be charged for each month or part thereof in which account is delinquent.

AGENCY COMMISSION: 15% commission is allowed to recognized advertising agencies with established credit on space, position, color (except match colors) and bleed ads, provided that account is paid within 30 days of billing. No commission is allowed on, about or for motion pictures, talent, advertising agency house ads, in-house advertising agencies, non-profit and memorial ads or mechanical charges.

DEFAULT: In the event of any breach and/or default by the advertiser or agency, the publishers shall be entitled to recover from the advertiser or agency, in addition to all other damages, all costs and expenses, including court costs, reasonable attorney's fees, and interest at the maximum rate provided by law.

SEND PAYMENTS TO: All payments must be made in U.S. dollars and addressed to the National Association of Theatre Owners, P.O. Box 77318, Washington, D.C. 20013-7318; (202) 962-0054. Attn: Encyclopedia ad.

IMPORTANT DATES

June 23, 2006
Ad Space Closes

July 21, 2006
Ad Materials Due

September 2006
Publication Date

2006-2007 NATO ENCYCLOPEDIA OF EXHIBITION

SEND ALL SPACE CONTRACTS, INSERTION ORDERS AND AD MATERIALS TO: MARY DELA CRUZ • NATO • 4605 LANKERSHIM BLVD., SUITE 340 • NORTH HOLLYWOOD, CA 91602 • (818) 506-1778 • FAX (818) 506-0269

MECHANICAL DATA

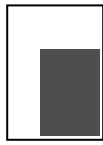
Binding: Spiral. Trim size: 8.5" x 11". Live matter must be kept within 8.25" x 10.75". Unless guaranteed a premium or special position, ads placements are in the "Coming Attractions" of the book. If you would like to order a space that is not displayed here, please contact the publisher to establish mechanical feasibility and rates.



Full Page
(bleed)
8.75" x 11.25"



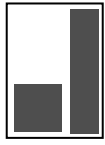
Full Page
(non-bleed)
7.5" x 10.5"



1/2 Page
(vertical island)
5" x 7.5"



1/2 Page
n/b: 7.5" x 4.875"
bleed: 8.625" x 5.5"



1/3 Page
Sq: 4.875" x 4.875"
V: 2.375" x 10"



1/4 Page
V: 3.625" x 4.75"
H: 4.75" x 3.625"



1/8 Page
H: 3.625" x 2.375"
1/9 V: 2.375" x 3.25"

MATERIALS SPECIFICATIONS

Preferred Materials: Digital files For disks, we accept the following media: floppy, Zip; CD. Create your document to the actual trim size (8 1/2" x 11"). If your ad bleeds, please extend the bleed by 9 points (.125" or 1/8") on each of its four sides. 300 dpi resolution.

Acceptable Mac- and PC-based File Formats: QuarkXpress, Illustrator, PageMaker, Freehand, Corel Draw, InDesign, Adobe Photoshop and PDF. Save JPEG images as Photoshop TIFFs. TIFF files: Do not use compression, include transfer function or halftone screen when saving images. EPS files: min. flatness 2. Instructions for creating postscript and PDF files, as well as setting up QuarkXpress and PageMaker files are available upon request.

Trim Size: 8" x 10.5" (do not default to 8.5" x 11"). Please check the "Display Ad Mechanical Data" sheet for the dimensions of your ad, and open the document on disk to check specs before delivery. 150 line screen.

Fonts: All screen and printer fonts used on artwork must be included in a separate folder titled "Fonts." Include embedded fonts used in EPS files. True Type fonts often produce unpredictable results. To minimize printing problems, please use Adobe Postscript Type 1 fonts instead. Do not simply stylize and apply italics, bold, outline and shadow to the type face characters, which may not print properly. Use and include the actual fonts to produce the type face characters.

Trapping: Trapping is the responsibility of the advertiser and should be performed in the native applications such as Quark, PageMaker, Illustrator, Freehand, etc.

Acceptable Media: CD-ROM; Iomega ZIPs 100 Mb and 250 MB; 3.5" floppy

1. All graphics used must be placed in the same folder as the document. Include all TIFF, EPS and any other supporting files.
2. The ad document submitted on disk should be clearly marked with advertiser's name.
3. Include a SWOP or laser proof of the most current version of each page or ad output at 100%.
4. Attach a business card to materials.

Digital file transfer methods

Please follow all of the instructions above to produce your ad for in the Encyclopedia of Exhibition and fax a hard copy proof to (818) 506-0269, or send a PDF to marynato@mindspring.com. All images must have a resolution of at least 300 dpi. File transfers are accepted via the following:

1. PC-based TIFF, JPG or PDF files smaller than a full page may be sent via e-mail to marynato@mindspring.com or infocusmagazine@mindspring.com. Identify your ad on the subject line of your e-mail.
2. Mac-based and all full-page ads can be uploaded onto this website: www.printcnx.net.
 - Click on to "Customer Service Center."
 - Click on to "Send a File."
 - Complete your information on the page; include the issue of the magazine the ad will be printed. Upload the file(s) for the ad.
 - Please inform Mary dela Cruz at (818) 506-1778 of the transfer and send a low-res PDF to marynato@mindspring.com or via fax (818) 506-0269 upon e-mail confirmation of receipt.

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INSERTION ORDER FORM

2006-2007 NATO ENCYCLOPEDIA OF EXHIBITION

MARY DELA CRUZ • NATO • 4605 LANKERSHIM BLVD., SUITE 340 • NORTH HOLLYWOOD, CA 91602 • (818) 506-1778 • FAX (818) 506-0269 • E-MAIL: MARYNATO@MINDSPRING.COM

Your product and/or service: _____

Your space reservation ...

Please choose size of ad space(s). For more information, please refer to ad rate and mechanical information sheet.

	Full Page	1/2 Page vertical	1/2 Page horizontal	1/3 Page vertical	1/3 Page square	1/4 Page vertical	1/4 Page horizontal	1/8 Page horizontal	1/9 Page vertical
Black & White									
Color									

All display ads receive a contact listing on the Index to Advertisers, which is a tab section in the *Encyclopedia of Exhibition*. Advertisers receive a copy of the book upon publication.

Your contact information ...

Name: _____

Title: _____

Company: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____

Fax: _____

E-mail: _____

* Please note: This is not a contract. A contract confirming your space will be provided. *

Thank you for your interest in advertising.

You will be contacted to confirm your space reservation. Please forward the materials specifications and delivery information sheet to your designer and note the ad materials due date. Any questions? Call (818) 506-1778.

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