

2010 Advertising Package

With so many companies exhibiting at the timeshare industry's only tradeshow, your company may be looking for a way to stand out from the crowd. Advertising in any of the ARDA Convention publications, or the three Convention-focused editions of *Developments*, is a great way to get that recognition! The On-site Program, Attendee List/Industry Phonebook, and the convention issue of *Developments* are each placed in attendees' registration bags at the 2010 ARDA Convention.

The On-site Program

The most referred to publication at the convention, this contains all the information for the educational sessions, special events, exhibit hall map, exhibitor index, speaker listing and more. Use your ad to draw traffic to your booth by including your booth number. Space reservation closes: *Jan. 15, 2010. Artwork due on Jan. 29, 2010.*

Ad Size	Ad Color Process	Rate
Full	4	\$2,000
2/3 page	4	\$1,700
1/2 page	4	\$1,500
1/3 page	4	\$1,000

Attendee List/Industry Phonebook

This publication has the most longevity of any ARDA publication the—'phonebook' that sits on industry professionals' desks all year long. Space reservation closes: *Jan. 15, 2010. Artwork due on Jan. 29, 2010.*

Ad Size	Ad Color Process	Rate
Full	4	\$2,000
2/3 page	4	\$1,700
1/2 page	4	\$1,500
1/3 page	4	\$1,000

Developments Package

- February 2010 ARDA Convention Preview issue
Space reservation closes:
Dec. 12, 2009. Artwork due on Dec. 31, 2009.
- March/April 2010 Convention issue
Space reservation closes:
Jan. 15, 2010. Artwork due on Jan. 29, 2010.
- May 2010 Convention Wrap-up
Space reservation closes:
Mar. 22, 2010. Artwork due on Mar. 31, 2010.

Ad Size	Ad Color Process	Rate
Full	4	\$6,300
2/3 page	4	\$5,300
1/2 page	4	\$4,400
1/3 page	4	\$3,400

Package Deals:

Combine the *Developments* package with the On-site Program Guide or the Attendee List/Industry Phonebook and take **20% off the total.**

Advertise in all five publications and take **35% off the total.**

To request a contract and book advertising space, please contact **Natasha Smith** at nsmith@arda.org or 202-207-1074.

