

Promote yourself & your company in The 2012 Thea Awards Program

What is the Thea Awards Program?

It is a print magazine published by the Themed Entertainment Association, with original articles about all the current year's Thea Award recipients plus the comprehensive credits list for each project. It debuts in March at the Thea Awards Gala. 10,000+ copies are printed. It circulates internationally for a full year.

Why is it published?

To help boost awareness of our industry's best work and the collaborative process of project creation. The Thea Awards Program is an information resource that celebrates the project, project owner and the project team. TEA puts this resource into the hands of attraction operators, developers, architects, design firms, producers, museum directors and other themed entertainment partners/clients.

Who will see my ad?

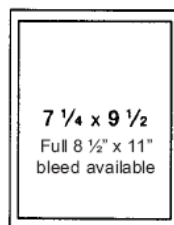
Your colleagues and potential clients: the TEA membership, industry leaders and decisionmakers within the Experience Industry - in the US, Europe, Asia and the Middle East.

NOTE: If you worked on a Thea Award recipient project and have a question about being included on the credits list, contact Gene Jeffers, gene@teaconnect.org

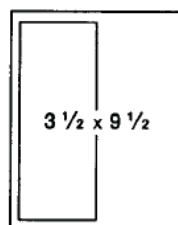
Space reservations & payment due February 6

Art due February 10 - Full page size is nominal 8 1/2" x 11" trimmed to 8 1/4" x 10 3/4"

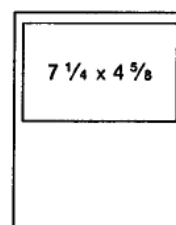
Business Card	US \$175	€ 125
Quarter Page	US \$600	€ 435
Half Page Vertical	US \$1000	€ 750
Half Page Horizontal	US \$1000	€ 750
Full Page	US \$1650	€ 1300
2-Page Spread	US \$2995	€ 2375
2-Page Center Spread	US \$3695	€ 2935
Front Cover Inside	US \$2495	€ 1980
Back Cover Inside	US \$2495	€ 1980
Back Cover Outside	US \$3495	€ 2775



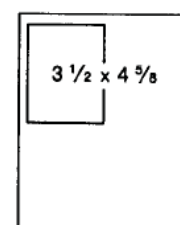
Full Page



1/2 Page Vertical



1/2 Page Horizontal



1/4 Page

TEA ad packages available

Do you want deeper exposure through TEA events, publications and online presence? For more information, contact the TEA office at 818-843-8497 for details on TEA's various combination advertising/sponsorship packages and opportunities that will extend your advertising and marketing reach throughout the industry and throughout the year.

See next page for ad specifications & order form

Where and when will readers see my ad?

Your ad in the Thea Awards Program is visible all year long and around the world at key trade shows in the US, Europe & Asia – including IAAPA, AAM, EAS & the Asian Attractions Expo – and at TEA events.

Can people also see my ad online?

Yes, after it first appears in print, TEA will re-publish the magazine articles online, including the ads.

Who can place an ad?

Any member of the association in good standing. The opportunity is a TEA member benefit.

How do I reserve an ad or request more information?

Email Judith Rubin with your space reservation or any questions: rubin.judith@gmail.com.

Then fill out and send in the order form (below) with your payment to the TEA office.

Specifications - 2012 Thea Awards Program ads

Files **MUST** be submitted in digital format using the following specifications.

Ad artwork: Prefer EPS, TIFF, PDF acceptable.

Nominal resolution of 300 dpi.

A few basic reminders: Please save text as curves AND include all fonts. Use black & white or CMYK only. Please send a sample pdf file of output.

Bleeds are only available for full page, covers, and two page spreads.

Full page size is nominal 8 ½" x 11"

ADVERTISING ORDER FORM – 2012 Thea Awards Program

(For camera-ready artwork delivered according to the chart and specifications on this sheet.)

Please indicate the size and placement of your ad.

By email:

Send details of your order and digital art files to rubin.judith@gmail.com and copy gene@teaconnect.org. The TEA office will telephone you for credit card information.

By fax:

Fax the completed order form with credit card information to TEA at 818-843-8477.

You have until the submission deadline to provide your artwork by email or regular mail.

By mail:

Send your artwork, order form, and payment (in full) to:

TEA Network Ads, 150 E. Olive, Suite 306, Burbank, CA 91502 USA

Make check payable to the **TEA** (Themed Entertainment Association) or fill out the following credit card information.

You must be a TEA member in good standing to advertise in the Annual. California residents pay sales tax of 9.25%.

Your ad & payment information - 2012 Thea Awards Program

Ad size _____

Any special placement or notes _____

Name (print): _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

E-Mail: _____ Phone: () _____ Fax: () _____

Payment Choice: Check/Money Order Visa MasterCard American Express

Account Number: _____ Expiration: _____

Signature (as it appears on card): _____