

Themed Entertainment Association



**If You Need To
Tell Your Story
Speak To More Buyers
Connect With The Industry
REACH THE INDUSTRY WORLDWIDE!**

**Then You Should
ADVERTISE IN**

2010 TEA Annual and Directory

Annual distribution of 20,000 to key clients,
specifiers and vendors worldwide.

Initial distribution at IAAPA 2009

All attendees at AAM, ASTC.

Direct mail and tradeshow distributions.

Thea Awards Program

Annual distribution of 2,000

All attendees at Thea Awards Gala

Clients, specifiers, vendors worldwide

Direct Mail and Tradeshow Distributions

.....The TEA Newsletter!

21 Issues annually to 1,000+ key
vendors and industry contacts worldwide
Consistent reach through high response vehicle



Your ad seen by thousands!

**BE PART OF THE SUCCESS!
ADVERTISE IN
The 2010 TEA Annual and Directory!**

DEADLINE FOR SPACE COMMITMENT FOR THE 2010 TEA Annual and Directory is October 5

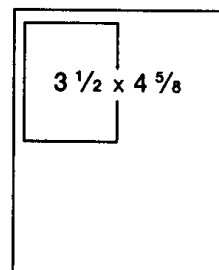
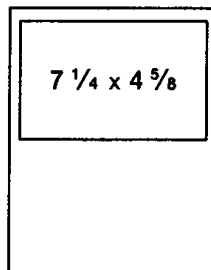
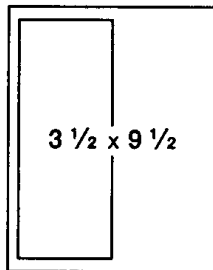
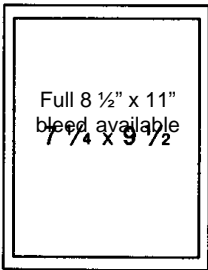
The new 2010 TEA Annual and Directory magazine will combine editorial focused on clients' needs and a printed directory of TEA members. This invaluable resource will complement the annual Thea Awards Program. Launching at IAAPA in November 2009 with distribution to show attendees, and to all registrants at AAM 2008 and ASTC 2008, and with a total year-round distribution of 20,000, the 2010 TEA Annual will be our industry's resource volume for architects, museum directors and exhibition managers, retail developers, location-based and themed entertainment clients. Mailed to thousands of TEA members and industry leaders worldwide, and distributed at key tradeshow in Europe, Asia and North America, this is the most widely distributed TEA publication in the association's history.

Building on its past success, the 2010 TEA Annual and Directory will provide editorial articles answering the most critical questions clients are posing and hard copy listings of every TEA member's contact information. If you're a current or past TEA advertiser, or if you've

never placed an ad in a TEA publication, this is your chance to get incredible exposure to the entire industry. The 2010 TEA Annual will be distributed to thousands of decisionmakers and companies around the world who regularly purchase experience design, location-based and themed entertainment products and services. Copies will also be distributed at numerous industry conventions and events. By advertising your company in this publication, you will reach this select group of industry professionals and help the TEA by sponsoring a portion of the production and distribution costs.

Covers, Two-Page spreads, Full page, 1/2 page and 1/4 page rates for this publication are available in limited quantities, so call please call or fax Gene Jeffers at the TEA IMMEDIATELY to book the ad space you need. Call 818-843-8497 or email gene@TEAConnect.org. He can also provide details on the various combination advertising packages and opportunities that will extend your advertising and marketing reach throughout the industry and throughout the year.

DISPLAY AD DIMENSIONS and SUBMISSION GUIDELINES



Bleeds are only available for full page, covers, and two page spreads. Full page size is 8 1/2" x 11"

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.



ADVERTISING ORDER FORM

2010 TEA Annual and Directory SPACE COMMITMENT Deadline September 21

Art Deadline is October 8

Please place a check mark in the box denoting the size and frequency of the ad you want to place. The specified sizes and sponsorship rates are for camera-ready artwork delivered according to the size chart and specifications on the front of this sheet. Sponsors wishing to take advantage of the reduced CD Combo rates must make payment in full at the time of ad order.

Check Placement	Ad Type	2010 Annual Only	Cost per 1,000
	Business Card	US\$175/€125	\$8.75
	Quarter Page	US\$600/€ 435	\$30.00
	Half Page V	US\$1000/€ 750	\$50.00
	Half Page H	US\$1000/€ 750	\$50.00
	Full Page	US\$1650/€ 1300	\$82.50
	2-Page Spread	US\$2995/€ 2375	\$149.50
	2-Page Center Spread	US\$3695/€ 2935	\$184.75
	Front Cover Inside	US\$2495/€ 1980	\$124.75
	Back Cover Inside	US\$2495/€ 1980	\$124.75
	Back Cover Outside	US\$3495/€ 2775	\$174.75

Place Ad Order by mail

Please send your artwork, order form, and sponsorship payment (in full) to:

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

Place Ad Order by Fax with credit card

Please fax this completed order form with credit card information to reserve space. You have until the submission deadline to deliver the artwork to the address at left.

FAX: (818) 843-8477

Or email to: gene@TEAConnect.org

Please make all checks payable to the **TEA** (formerly 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%.

Name (print): _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

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

Payment Choice: Check/Money Order Visa MasterCard American Express

Account Number: _____ **Expiration:** _____

Signature (as it appears on card): _____



Your Ad Seen By Thousands!

Connect Your Good Name To Excellence! Honor the Thea Award Recipients The 16th Thea Awards Program!



DEADLINE FOR AD COMMITMENT FOR THE 16th Thea Awards Program Is February 3rd

On March 6th, 2010, the 16th Thea Awards and Gala will honor and recognize examples of Outstanding Achievement Worldwide. Honored Recipients at the event and in the Program are:

Thea Lifetime Achievement Award: Mark Fuller, WET

Thea Classic Award: Coal Mine, Chicago Museum of Science and Industry

Thea Awards for Outstanding Achievement (AOA)

Toy Story Midway Mania, Disney's California Adventure and Hollywood Studios at Walt Disney World
(Attraction)

Dragon's Treasure Show, City of Dreams, Macau (Attraction)

Disaster! Universal Studios Hollywood (Attraction Rehab)

The Museum at Bethel Woods, New York USA (Museum)

Please Touch Museum, Philadelphia USA (Museum)

America I Am: The African American Imprint (Traveling Exhibition)

Skyscraper! Achievement & Impact, Liberty Science Center, Liberty State Park, Jersey City USA (Science Center Exhibit)

McNeil Avian Center, Philadelphia Zoo (Zoo Attraction on a Limited Budget)

Tea Show @ OCT East Resort, Shenzhen, China (Live Show)

Heineken Experience, Amsterdam (Brand Experience)

The 16th Thea Awards Printed Program will include new editorial content exploring the award recipients and their stories, as well as the traditional credits lists. In addition to being distributed to all attendees at the black tie gala event March, copies of the program will be distributed to industry leaders worldwide and key tradeshow attendees throughout 2010, expanding the advertising impact of this vehicle well beyond the event itself. This invaluable resource will complement and be distributed in combination with the TEA Annual and Directory.

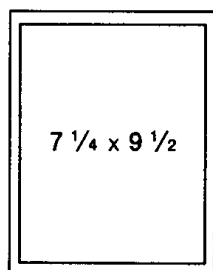
Building on the success of previous years' programs and the TEA Annual and Directory, the 16th Thea Awards Program will illuminate excellence within the industry worldwide, helping to illustrate the how effective projects can be when done well. Placing your good name next to the articles about and acknowledgements of the Thea Award recipients can only help you shine with potential clients throughout the year.

If you're a current or past TEA advertiser, or if you've never placed an ad in a TEA publication, this is your chance to get incredible exposure to the entire industry. Ad space is available for as little as \$129, allowing even the tightest of marketing budgets to take advantage of this opportunity. The 16th Thea Awards Program will be distributed to thousands of people and companies around the world who regularly purchase experience design, location-based and themed entertainment products and services. Copies will be distributed at numerous industry conventions and events. By advertising your company in this publication, you not only will acknowledge and honor the Thea Award recipients, you not only will reach a select group of industry professionals, you will also help the TEA by sponsoring a portion of the production and distribution costs.

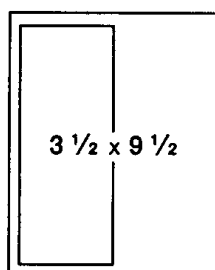
Covers, Two-Page spreads, Full page, 1/2 page and 1/4 page rates for this publication are available in limited quantities, so call please call or fax Jessica Morales at the TEA to book the ad space you need. Call 818-843-8497 or email Jessica@TEAConnect.org. She can also provide details on the various combination advertising packages and opportunities.



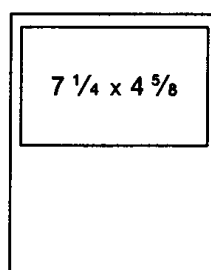
16th Thea Awards Program DISPLAY AD DIMENSIONS and SUBMISSION GUIDELINES



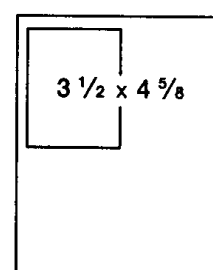
Full Page



1/2 Page Vertical



1/2 Page Horizontal



1/4 Page

Business Card Ads available (2" x 3.5") Vertical or Horizontal

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 color only.

Please send a sample pdf file of output.

**Technical Questions?
Contact Gene@TEAConnect.org
Order Form On Next Page**

Bleeds are only available for full page, covers, and two page spreads. Full page size is 8 1/2" x 11"



ADVERTISING ORDER FORM

16th Thea Awards Program Deadline February 3, 2010

Please check your preferences for the ad you wish to place. The specified sizes and rates are for camera-ready artwork delivered according to the size chart and specifications above.

Check Below	Ad Type	16 th Thea Awards Program
	Business Card	US\$129/€107
	Quarter Page	US\$445/€ 370
	Half Page V	US\$745/€ 615
	Half Page H	US\$745/€ 615
	Full Page	US\$1250/€ 1035
	2-Page Spread	US\$2295/€ 1900
	2-Page Center Spread	US\$2895/€ 2400
	Front Cover Inside	US\$1995/€ 1650
	Back Cover Inside	US\$1995/€ 1650
	Back Cover Outside	US\$2495/€ 2060

Place Ad Order by mail

Please send your artwork, order form, and sponsorship payment (in full) to:

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

Place Ad Order by Fax with credit card

Please fax this completed order form with credit card information to reserve space. You have until the submission deadline to deliver the artwork to the address at left.

FAX: (818) 843-8477

Or email to: Jessica@TEAConnect.org

Please make all checks payable to the **TEA** (formerly Themed Entertainment Association) or fill out the following credit card information. California residents pay sales tax of 9.25%.

Name (print): _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

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

Payment Choice: Check/Money Order Visa MasterCard American Express

Account Number: _____ Expiration: _____

Signature (as it appears on card): _____



Your Ad Working Every Week!

REACH THE INDUSTRY WORLDWIDE! ADVERTISE IN The TEA email Newsletter!

TEA Newsletter Ad Space is Strictly Limited, First Come, First Serve

Twenty four times a year, the TEA email Newsletter provides the latest information on completed projects and RFP opportunities, people in the industry and more. This high response vehicle is sent by email direct to 1,200+ key architects, designers, fabricators, constructors, artists, and others involved in the conception, design, development, and specs for thousands of ongoing and future projects worldwide. There is no more direct vehicle for reaching this critical audience.

If you need to reach TEA members wherever they are on a regular and credible basis, this is the chance to get incredible, repeat, reliable

exposure to the entire TEA membership and their decision-makers. If you need to put your message in front of the people and firms who are designing and building the projects, can you afford not to be featured in the TEA

Ad placements in the TEA Newsletter are very limited, and are made on a first come, first serve basis, so booking early is your best chance to make sure that your message is placed most effectively for your needs. Please call or fax Gene Jeffers at the TEA IMMEDIATELY to book ad space. Call 818-843-8497 or email gene@TEAConnect.org.

eTEA Update DISPLAY AD DIMENSIONS and SUBMISSION GUIDELINES

Front Page
Lower Banner
8.5" Wide x
1.5" High



Lower Front Banner - 1.5" high x 8.5" Wide

1/4 Page
Display
4.25" Wide x
5.5" High



1/4 Page
4.25" Wide
x
5.5" High

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

Ad artwork: Prefer JPG, but BMP, EPS, TIFF okay. Nominal resolution of 96 dpi

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



ADVERTISING ORDER FORM

TEA email Newsletter

Please place a check mark in the box denoting the your ad package selection. Terms of the contract are as described below, with ad runs beginning as soon as space is available. Existing advertisers have first right of refusal for renewal options.

Check Placement	Ad Placements	Half Year (12 issues)	Full Year (24 Issues)
	1/4 Page Available Space	\$500/ € 400	\$900/ € 720
	Front Page Lower Banner	\$1,550/ € 1,250	\$2,500/ € 2,000

Place Ad Order by mail

Please send your artwork, order form, and sponsorship payment (in full) to:

TEA Network Ads

**150 E. Olive, Suite 306
Burbank, CA 91502**

Place Ad Order by Fax with credit card

Please fax this completed order form with credit card information to reserve space. You have until the submission deadline to deliver the artwork to the address at left.

FAX: (818) 843-8477

Or email to: gene@TEAConnect.org

Please make all checks payable to the **TEA** (formerly Themed Entertainment Association) or fill out the following credit card information. You must be a TEA member in good standing to advertise in the Newsletter. California residents pay sales tax of 9.25%.

Name (print): _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

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

Payment Choice: Check/Money Order Visa MasterCard American Express

Account Number: _____ **Expiration:** _____

Signature (as it appears on card): _____