

FFaNY

DECEMBER 3-5, 2008 AND BY APPOINTMENT

SHOW DIRECTORY LISTING FOR MEMBER SHOWROOMS

FFANY FASHION MARKET WEEK

Members Exhibiting in Showrooms

All FFANY Members that fill out this form will be listed in the FFANY Market Week Directory and will be assessed \$500.00 to cover production costs. Should you wish any additional listings of brand names in the directory the fee is \$100.00 per extra listing.

DEADLINE SEPTEMBER 30, 2008

Corporate Name _____

Address _____

City _____ State _____ Zip _____

Tel: _____ Fax: _____

Website: _____ email: _____

Contact _____ Signature _____

Directory Listing to Read:

Please indicate for each brand women's (W), men's (M) or children's (C) or accessories (A)

Company Name _____

Showroom _____

Address _____

Telephone _____ Showroom email: _____

Website _____

Additional Brand Names (Address & Telephone if Different)

_____	_____
_____	_____
_____	_____
_____	_____

OUR CHECK FOR \$500.00 PLUS \$100.00 FOR EACH ADDITIONAL BRAND NAME IS ENCLOSED. TOTAL \$ _____

Make checks payable in U.S. dollars to: FFANY 1414 Ave. of the Americas, Suite #203, NY NY 10019

Tel: 212.751.6422 • Fax: 212.751.6404 • e-mail: INFO@FFANY.ORG • WEBSITE: WWW.FFANY.ORG

Note: We cannot guarantee directory listing if this application is not returned to FFANY by September 30, 2008



*Credit Card Authorization Form
for Show Participation*

Please fill out the Appropriate Information and Return with Corresponding Application to FFANY Via Fax at 212.751.6404

Company Name

Payment Method: Charge my: Visa Mastercard American Express Check Wire Transfer

Card Holders Name:

First Name (Please Print)

Last Name

Credit Card #

Expiration Date: / /

Card Holders Billing Address:

Phone # — —

email:

Amount , .

**Add 3% Surcharge Credit Card Payment.*

Signature _____

Wire Transfer Information: *Add \$30 U.S dollars for processing fee

Mellon Bank, Pittsburgh, P.A.

ABA Routing # 043-000-261 Swift #: MELNUS3P

For credit to:

Merrill Lynch Sub Account # 101-1730-12

Merrill Lynch, Pierce Fenner & Smith

For further credit to:

Fashion Footwear Association of New York

ACCOUNT NUMBER: 546-07173

ROUTING NUMBER: 043-000-261

In order to properly credit your account, please FAX us @ 212-751-6404 the following information BEFORE you send us a wire transfer:

- Company name
- Your name
- Telephone number/FAX number
- Bank name and address
- account number
- amount of money
- Copy of FFANY invoice(s).

Reserve your Ad in the FFANY Directory for December 3-5, 2008

FFaNY Directory - Booklet 6" x 9" Four-color + bleed

Cost \$500 a page • Deadline November 1st

Contact: Phyllis Rein or Nicole Rivers

212.751.6422 x 15 or 16

Full-page bleed dimensions allow for 1/8" trim on all four sides to allow for right or left-hand positioning. In addition to this trim allowance, we require 1/4" safety on all four sides for live matter, type and important illustrations. Please use safety size 5 3/8" x 8 3/8" for bleed pages.

Our Printer utilizes a digital workflow and therefore requires that all ad materials be submitted in digital format.

PREFERRED FORMATS - PDF HD

ACCEPTED FORMATS - Native Desktop Application Files (Quark, InDesign, Illustrator, PhotoShop 300 dpi), Tiff/IT-P1
QuarkXpress for Macintosh with associated graphic files and fonts.

AD SIZES - All ads must be created to exact size specifications on the rate card. No live matter within 1/4" of gutter or trim.

FONTS - All native format files must be accompanied by the screen and printer fonts used in those files. Apple Truetype fonts should not be used. Black type on white background should be defined as 100% black ONLY.

PHOTOS - All 4-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale.

GRAPHICS - TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG Quark & InDesign.

Users: To ensure you have all the necessary files, including fonts, use the Quark "Collect For Output" or InDesign "Package" feature.

PROOFS - All advertisers must submit a contract-level digital proof at 100% that conforms to SWOP standards including a color bar for all digital files. Client-supplied contract proof is required to guarantee color.