

# PRODUCT LOCATOR

**A Product Locator Ad** may be created from, but not limited to, the following elements [1] textual information [2] company logo or [3] product photo. The ad may be full color (CMYK). Don't forget your booth number!

**Platform:**

Oser Communications Group's Art Department works on Macintosh platform in Adobe Photoshop CS2, Adobe Illustrator CS2, and Quark XPress 7. If you are using another program to create your file, please make sure you have saved the file correctly as a .TIF or .PDF file that can be imported into one of the previously mentioned programs.

All files need to be at least 300dpi, 133lpi and in CMYK mode. If you do not intend to send a color proof, please ask for a waiver form.

**PREFERRED FORMAT IS A HIGH RESOLUTION PRESS READY .PDF or .TIF.**

**DO NOT SEND OR USE JPG OR GIF FILE FORMATS!** These are compression file formats and you will lose file information and resolution problems will occur.

**NOTE:** If you are sending PC-based artwork, please provide art in a flattened Photoshop TIF file format, or as an Illustrator EPS with fonts outlined to prevent font problems.


**Sending Electronically:**

Files under 25 megabytes may be emailed to Valerie Wilson ([ads@oser.com](mailto:ads@oser.com)). We will download any files over 25 megabytes but under 100 megabytes from any location on the web that we are directed to. Please email the location to the above address. (Editorial should be e-mailed to [editor@oser.com](mailto:editor@oser.com).)

If you have any questions, please contact us at 520.721.1300.

**Product Locator**  
**2.25" w x 4.125" h**  
.....  
**Suggested Information:**  
Product Category (2-3 words)  
Product Name  
Company Name  
Booth Number  
Ad copy of up to 25 words  
Product Photo & Logo  
Suggested Retail Price (optional)  
Contact Information

## Product Locator Examples



**MITSUBISHI ELECTRIC**  
PRESENTATION PRODUCTS

**XDS10U DLP® PROJECTOR**

Not all projectors are created equal... The XDS10U is a DLP® projector that provides a bright 2600 ANSI lumens with XGA native resolution that is affordable to buy, and even more affordable to own and maintain. Like all DLP projectors built by Mitsubishi, it is designed filter-free so you save time and cost because it requires less maintenance, freeing your time, and stretching your equipment budget to do more important things. Plus, you'd have peace of mind in using it because it's backed by Mitsubishi's award-winning warranty program where there is no compromise on performance, quality and reliability.

Find out how Mitsubishi can save you thousands of dollars by using the right projector, please visit [www.mitsubishi-presentation.com/education](http://www.mitsubishi-presentation.com/education).



**RENUZIT® SUPER ODOR NEUTRALIZER® AIR FRESHENER**

Commercial air freshener with ergonomic fine mist trigger and consumer preferred fragrance. Renuzit Super Odor Neutralizer is designed to neutralize malodors in the air, fabric and carpet. Its patented technology doesn't just mask odors - it eliminates them.

Stop by Dial's Booth #3438 or call 1-800-253-DIAL for more information.



**MAYTAG COMMERCIAL LAUNDRY**


Maytag® Commercial Soft-Mount, High-Speed Extractors with the New Chemical Injection System

Booth: 2570

Built like a battleship with all 304-grade stainless steel top, front and sides, Maytag® Commercial Soft-Mount, High-Speed Extractors are tough enough to take punishing use, yet gentle enough for operating in centuries-old buildings.

These washer/extractors also have the new Maytag® Commercial Laundry Chemical Injection System, which features external electrical and plumbing connections to make routine chemical installation fast, simple and precise. Having the connections on the outside of the machine eliminates the need for having to open up the washer on routine visits. This system also provides chemical supply companies and the machine's users with clear visibility on how detergent, bleach, softener and other chemicals are being dispersed.

For more information, stop by Maytag Commercial Laundry Booth #2570 during the show, call 1-800-397-0018 or visit [www.maytagcommerciallaundry.com](http://www.maytagcommerciallaundry.com).



**TEXAS INSTRUMENTS**

**Booth #319**

[education.ti.com](http://education.ti.com)