



Cereals 17 Program Book Advertising Order Form

October 8–11 • San Diego, California, U.S.A.

Draw attention to your exhibit and increase your visibility even more with an ad in the meeting program book. Along with your ad you'll also receive a FREE list of registrants prior to the meeting for promotional purposes.

Important Dates

- Ad Orders Due – August 4, 2017
- Ad Materials Due – August 11, 2017
- Full Payment Due – August 11, 2017

Reserve the following program book advertising:

Ad Size

(all ads will be four color)

Full Page – \$2,200	\$ _____
Bleed Non-bleed	
Half Page – \$1,950	\$ _____
Vertical Horizontal	

Special Positions

(full page only)

Back Cover* – Add \$500	\$ _____
Inside Back Cover* – Add \$350	\$ _____
Inside Front Cover* – Add \$450	\$ _____

(Please call for availability of other special positions.)

*Right of first refusal for previous advertisers

Total \$ _____

Materials

Repeat our ad from _____

We will send artwork by **August 11, 2017**.

Our agency will send materials and insertion order.

Return this form to:

Program Book Advertising
 AACC International
 c/o A. Fassano & Company
 461 Route 168, Unit A
 Turnersville, NJ 08012 U.S.A.
 E-mail: processing@AFassanoCo.com

Questions and materials to:

Debi Maines, Senior Manager
 Phone: +1.856.302.0890 • Fax: +1.302.232.2312
 E-mail: debra_maines@AFassanoCo.com



Company name and website as it should appear in the Ad Index:

Space reservation authorized by:

Name _____

Title _____

Company _____

Address _____

City/State or Province _____

Zip/Postal Code _____

Country _____

Telephone _____

Facsimile _____

E-mail _____

Signature _____

Agency Name _____

Address _____

City/State or Province _____

Zip/Postal Code _____

Country _____

Contact Person _____

Telephone _____

Facsimile _____

E-mail _____

Payment Information

Invoice Company Invoice Ad Agency

Check enclosed, payable to AACC International in U.S. funds on U.S. bank.

(When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)

Charge my credit card (check one):

VISA MasterCard American Express Discover

Card No. _____

Expiration Date _____

Security Code _____

Signature _____

Name on Card _____

➤ See page 2 for Program Book Advertising Specifications

Program Book Advertising Material Specifications

Ad Sizes

	Width	Depth
Full-page	7" (177.8mm)	10" (254mm)
Full-page (bleed)*	8-3/4" (222.25mm)	11-1/4" (285.75mm)
Half-page vertical	3-3/8" (85.725mm)	10" (254 mm)
Half-page horizontal	7" (177.8mm)	4-7/8" (123.83mm)

Trim Size

8-1/2" x 11" (215.9mm wide x 279.5mm deep)

* Full page bleed art must measure 8-3/4" x 11-1/4" (222.25mm wide x 285.75mm deep), and include crop marks based on trim size, allowing for 1/8" (3.175mm) bleed.

Live matter should be a minimum of 1/2" from trim edges.

Printing Method

Offset

Stock

70 lb. dull text

Bindery

Saddle-stitched

Printing Material

AACC International urges that electronic images and files be supplied only by those experienced in electronic processing of images. Unusable files may result in publication delay and additional charges.

Accepted File Types:

Platform: Mac/Intosh

Software: Adobe InDesign CS, Illustrator CS, Photoshop CS, Adobe Acrobat

Graphic Files: Illustrator or Photoshop: .eps or .tif

PDF: If providing files in a pdf format they must be saved as press-ready with fonts outlined or embedded, and must include crop marks. 1/8" bleeds must also be included for full page, bleed ads.

Resolution: 300 dpi

IMPORTANT:

- Ads must be set up as CMYK (including all graphics)
- For color proofing please supply a SWOP quality contact proof. AACC International cannot be responsible for final outcome if no proof is supplied, or if proof supplied does not meet these specifications.
- All fonts and graphics must be included.
- Files must be set up at 100% of final output size, allowing 1/8" bleed for full page, bleed ads. Live matter should be a minimum of 1/2" from trim edges.

The more documentation received from you, the better AACC International can meet your expectations! A complete documentation package will help ensure desired results.

NOTE: Any additional services required for troubleshooting ad materials supplied in incorrect format will carry an additional charge at cost, with minimum of \$75.