

Additional Marketing Opportunities

Advertising in the Conference Program Book

Approximately 3,000 attendees will use the official conference program book, referring to its content throughout the conference. Post-conference, the program book becomes a valuable reference tool used time and again and shared among colleagues, extending its shelf life for up to one year.

AD SIZES AND RATES

(All ads are available in full color.)

Size	Dimensions	Sponsor/Exhibitor	Others
Full Page (no bleed*)	8" w x 10 1/2" h	\$1,050	\$1,350
Half Page	7 1/2" w x 4 3/4" h	\$650	\$850
Quarter Page	3 5/8" w x 4 3/4" h	\$400	\$550

*For a full-page ad **with** bleed, build file to actual page size (8 3/8" w x 10 7/8" h). Bleeds should extend 1/4 inch (on all sides) beyond these dimensions, and any text or images not intended to bleed should be inset by 1/4 inch. Be sure to include bleeds and crop marks on final art.



Reservation and payment due by 2/5/18

Artwork due by 2/12/18

Ad artwork received after February 12, 2018 may not be placed in the program.
No refunds after 2/12/18.

INSTRUCTIONS FOR AD PREPARATION

All files must be submitted digitally as high resolution PDF files or as high-resolution (300 dpi) JPG, TIFF or EPS files.

Digital files must include all graphics and all fonts used (including fonts that appear in EPS graphics-such as logos created in Adobe Illustrator). For fonts, please be sure to include both PostScript files (printer fonts) and bitmap files (screen fonts).

All files must be created as CMYK files with no additional spot colors. Please check to make sure your logos, etc. that may have been created with spot color have been converted to CMYK before being imported into the ad.

Please note: Images downloaded from the Internet are not acceptable as their resolution is 72 dpi, and for print purposes images must be a minimum of 300 dpi.

Media: Electronic ad files can be submitted as email attachments, and they must be smaller than 10 megabytes in size. Send email to ljones@asaging.org.

Please call Linda Jones with any questions: (415) 974-9638.

