

2017 ASBC Annual Meeting Program Book Advertising

Advertise in the program book and reach all participants at 2017 ASBC Annual Meeting.

Advertising is available to exhibitors and nonexhibitors.

BONUS: All program book advertisers will receive a complimentary mailing list of registrants by May 5, 2017.

Important Dates

April 21, 2017 — Ad Orders Due

April 28, 2017 — Ad Materials Due

Reserve the following program book advertising:

Please indicate Bleed Non-bleed

Ad Size and Format

\$ _____

Full Page

- Four Color (covers II, III, and IV only) \$1,000
 Black and White \$650

Half Page

- Vertical Horizontal
 Black and White \$450

Special Position

*Select preferred position by listing your 1st, 2nd, or 3rd choice

_____ Back Cover (cov IV)

_____ Inside Back Cover (cov III)

_____ Inside Front Cover (cov II)

**Position placement based on date order is received*

TOTAL \$ _____

Materials

The program book cover is coated one side. Balance of the book is on uncoated stock.

- We will send artwork by April 28, 2017
 Our agency will send materials and insertion order.

Payment Terms: *Invoiced on receipt of order. No cash discount.*

Return this form to:

ASBC Sales
C/O A. Fassano & Company
461 Route 168, Unit A
Turnersville, NJ 08012 U.S.A.
E-mail: processing@AFassanoCo.com



Questions and materials contact:

Debra (Debi) Maines, Senior Manager
E-mail: debra_maines@AFassanoCo.com
Telephone: +1.856.302.0894

List the company name and website as it should appear in the Advertiser Index.

Company _____

Website _____

Space reservation authorized by:

Name _____

Title _____

Address _____

City/State or Province _____

Zip/Postal Code _____

Country _____

Telephone _____

Fax _____

E-mail _____

Signature _____

Agency Name _____

Address _____

City/State or Province _____

Zip/Postal Code _____

Country _____

Contact Person _____

Telephone _____

Fax _____

E-mail _____

Payment

- Invoice company Invoice ad agency
 Check made payable to ASBC

(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 Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)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:

- VISA MasterCard American Express Discover

Card No. _____

Expiration Date (month/year) _____ / _____

Cardholder Signature _____

Cardholder Name _____
(please print)

I have read and agree to the terms and conditions. I am signing this contract as confirmation of my company's intent to place the above ad. Placing this ad makes my company responsible for the above contracted cost.

Name _____

Signature _____
(please print)

Advertising Mechanicals

Program Book Ad Sizes

	<u>Width</u>	<u>Depth</u>
Full-page	7 inch (177.8mm)	10 inch (254mm)
Half-page vertical	3.375 inch (85.725mm)	10 inch (254mm)
Half-page horizontal	7 inch (177.8mm)	4.875 inch (123.83mm)

Bleed Pages

Bleed art must measure:

	<u>Width</u>	<u>Depth</u>
Single page	8.75 inch (222.25mm)	11.25 inch (285.75mm)

Keep live matter .5 inch (12.7mm) from trim size edges.

Trim Size

8.5 inch x 11 inch (215.9mm x 279.5mm)

Printing Methods

Offset.

Stock

Inside text pages printed on 60 lb. opaque offset.

Cover printed on 10-point cover, coated two sides.

Bindery

Saddle Stitch

Printing Material

Electronic images and files should be supplied only by those experienced in electronic processing of images. Unusable files may result in publication delay and additional charges.

Electronic Files:

Medium: CD or e-mail

Platform: Macintosh or PC

Software: Adobe InDesign, Illustrator, or Photoshop

Graphic Files: Press Ready PDF preferred or high resolution tif, or .eps

Resolution: 4C – 300 ppi, Black and White – 266 ppi

- Four-color ads must be set up as CMYK (including all graphics)
- All fonts and graphics must be supplied.
- A hard copy of the ad must accompany the file. For color proofing a SWOP quality contact proof should be supplied. ASBC cannot be responsible for final outcome if accurate color proof is not provided.
- Files must be set up at 100% of final output size, allowing .125 inch bleed for full-page bleed ads. Keep live matter .5 inch (12.7mm) from trim edges.

Additional Services

Any additional services required for troubleshooting or adjusting ad materials supplied in incorrect format will carry an additional charge at cost, with minimum of \$100.