# More Opportunities to Showcase Your Company—Advertise!

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.

# 2014 AACC International Annual Meeting Program Book Advertising Order Form October 5–8 • Providence, Rhode Island, U.S.A.

Reserve the following program book advertising:		Important Dates	
	Office Use Only	·	
Ad Size and Format	\$	July 1, 2014 — Ad Orders Due	
Choose Full Page or Half Page	Ψ	July 14, 2014 — Ad Materials Due	
Full Page  Bleed  Non-bleed			
Four Color \$2,200		Company name and website as it should appear in the Ad Index:	
☐ Two Color (black plus a PMS or black \$1,450			
plus process cyan, magenta, or yellow)  ☐ Black and White \$1,000			
☐ Black and White \$1,000		Space recorrection authorized by	
Half Page		Space reservation authorized by:	
☐ Vertical ☐ Horizontal		Name	
Four Color \$1,950		Title	
Two Color (black plus a PMS or black plus process cyan, magenta, or yellow) \$1,200		Company	
☐ Black and White \$850		Address	
		City/State or Province	
		Zip/Postal Code	
Special Positions \$		Country	
Choose your ad location  1. □ Tabbed Section Dividers \$2,400		Telephone	
(Available only to full page, four color ads)		Facsimile	
☐ Bleed ☐ Non-bleed			
Please indicate your preferred section and front or back page of tab.  ☐ Front ☐ Back ☐ 1. Sessions ☐ 2. Recognition ☐ 3. Exhibition ☐ 4. Index		E-mail	
		Signature	
0.0		Agency Name	
2. Covers  ☐ Back Cover add \$550		Address	
☐ Inside Back Cover add \$350		City/State or Province	
☐ Inside Front Cover add \$450		Zip/Postal Code	
3. Other Special Positions		Country	
Please call for availability add \$350		Contact Person	
Full payment is due by August 1, 2014. Total \$		Telephone	
		Facsimile	
Materials		E-mail	
☐ Repeat our ad from	·	☐ Invoice Company ☐ Invoice Ad Agency	
The program book cover is coated one side. Tabbed dividers and balance of book is on uncoated stock.  Please allow for this difference.		a invoice company	
		Return this form to:	
<ul> <li>□ We will send artwork by July 15, 2014.</li> <li>□ Our agency will send materials and insertion order.</li> </ul>		Program Book Advertising	
		AACC International	
		Cindy Anderson	

# > See page 2 for Program Book Advertising Mechanicals

AACC International
Cindy Anderson
3340 Pilot Knob Road
St. Paul, MN 55121 U.S.A.
Phone: +1.651.994.3848 • Fax: +1.651.454.0766
E-mail: canderson@scisoc.org

# **Program Book Advertising Mechanicals**

# **Program Book Ad Sizes**

	Width	Depth	
Full-page	7" (177.8mm)	10" (254mm)	
Half-page vertical	3-3/8" (85.725mm)	10" (254 mm)	
Half-page horizontal	7" (177.8mm)	4-7/8" (123.83mm)	
Full-page spread	17" (431.8mm)	11" (279.4mm)	
Half-page spread	17" (431.8mm)	5-1/2" (139.7mm)	

# **Bleed Pages**

Bleed art must measure:

	Width	Depth
Single page	8-3/4" (222.25mm)	11-1/4" (285.75mm)
Full page spread	17-1/4" (438.15mm)	11-1/4" (285.75mm)
Half-page spread	17-1/4" (438.15mm)	5-3/4" (146.1mm)

Keep live matter 1/4" (6.35mm) from trim size edges.

#### **Trim Size**

8-1/2" × 11" (215.9mm × 279.5mm)

Please Note: Files must be provided 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 right and left trim edges (3/4" recommended), and a minimum of 1/4" from top and bottom trim edges.

## **Printing Methods**

Offset.

#### Stock

Cover – 10-point stock, coated 2 sides, with clear laminate on outside of the front and back covers

Tabs – 10-point stock, coated 2 sides

Inside pages - 70 lb. dull text

### **Bindery**

Black wire-o-binding

## **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: MacIntosh

Software: Adobe InDesign, Illustrator, Photoshop,

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 include crop marks and bleeds.

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

#### IMPORTANT:

- Four-color ads must be set up as CMYK (including all graphics)
- For color proofing please supply a SWOP quality contact proof.
   For black and white ads, please supply a high resolution 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 supplied.
- Files must be provided at 100% of final output size, allowing 1/8" bleed for full page, bleed ads. Live matter must be a minimum of 1/2" from right and left trim edges (3/4" recommended), and a minimum of 1/4" from top and bottom 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.

# For questions or to order your space, please contact:

Cindy Anderson Phone: +1.651.994.3848 canderson@scisoc.org

#### Send ad materials and payments to:

canderson@scisoc.org

AACC International Program Book Cindy Anderson Advertising, Exhibits, Sponsor Sales 3340 Pilot Knob Road St. Paul, MN 55121 U.S.A.

Phone: +1.651.994.3848 • Facsimile: +1.651.454.0766

http://meeting.aaccnet.org