

# 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.

## 2013 AACC International Annual Meeting Program Book Advertising Order Form

September 29 – October 2 • Albuquerque, New Mexico, U.S.A.

Reserve the following program book advertising:

Office Use Only

### Ad Size and Format

\$ \_\_\_\_\_

Choose Full Page or Half Page

**Full Page**    Bleed    Non-bleed

- Four Color \$2,100  
 Two Color (black plus a PMS or black plus process cyan, magenta, or yellow) \$1,350  
 Black and White \$900

### Half Page

- Vertical    Horizontal  
 Four Color \$1,850  
 Two Color (black plus a PMS or black plus process cyan, magenta, or yellow) \$1,100  
 Black and White \$750

### Special Positions

\$ \_\_\_\_\_

Choose your ad location

1.  Tabbed Section Dividers \$2,300  
(Available only to full page, four color ads)  
 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

### 2. Covers

- Back Cover add \$450  
 Inside Back Cover add \$250  
 Inside Front Cover add \$350

### 3. Other Special Positions

Please call for availability add \$250

Full payment is due by August 1, 2013.   **Total \$** \_\_\_\_\_

### Materials

- Repeat our ad from \_\_\_\_\_  
The program book cover is coated one side. Tabbed dividers and balance of book is on uncoated stock.

Please allow for this difference.

- We will send artwork by July 15, 2013.  
 Our agency will send materials and insertion order.

### Important Dates

July 1, 2013 — Ad Orders Due

July 15, 2013 — Ad Materials Due

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 \_\_\_\_\_

- Invoice Company    Invoice Ad Agency

### Return this form to:

Program Book Advertising  
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)

## Printing Methods

Offset, one color. Second color and four color available.

## Stock

Printed on 60-lb. opaque offset, with cover on a 10-point stock, coated one side.

## Bindery

Perfect-bound.

## 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 Medium/File Types:

**Medium:** CD

**Platform:** MacIntosh

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

**Graphic Files (Illustrator or Photoshop):** .eps or .tif

If providing files in a pdf format they must be saved as press ready, with fonts embedded.

**Resolution:** 4C – 300 dpi, Black and White – 266 dpi

- 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 included on the disk.
- Files must be set up at 100% of final output size, allowing 1/8" bleed for full page, bleed ads.

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  
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St. Paul, MN 55121 U.S.A.

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<http://meeting.aaccnet.org>