

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.

2012 AACC International Annual Meeting Program Book Advertising Order Form

September 30 – October 3 • Hollywood Westin Diplomat Resort • Hollywood, Florida, U.S.A.

Reserve the following program book advertising:

Office Use Only

Ad Size and Format

\$ _____

- Full Page** Bleed Non-bleed
- Four Color \$1,975
- 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 \$1,750
- Two Color (*black plus a PMS or black plus process cyan, magenta, or yellow*) \$1,100
- Black and White \$675

Special Position

\$ _____

- Tabbed Section Dividers \$2,200
(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

Covers

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

Other Special Positions

Please call for availability add \$250

Full payment is due by August 15, 2012. **Total \$** _____

Materials

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

Please allow for this difference.

- We will send artwork by August 1, 2012.
- Our agency will send materials and insertion order.

Important Dates

July 13, 2012 — Ad Orders Due

August 1, 2012 — 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

FOR OFFICE USE ONLY

Accepted for AACC International by

Signature

Date

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

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 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>