

# ASTC 2008 Conference Program Advertising Contract

Ad reservation deadline and camera-ready art due: **August 4, 2008**

## Full-page Advertisement:

Specifications	Rates	Advertiser Category
Color—Trim size: 8-1/2" w × 11" h		
Outside Back Cover*	\$ 4,000	All
Inside Front Cover*	\$ 3,000	All
Inside Back Cover*	\$ 3,000	All
Inside Four-Color*	\$ 2,500	All
Tabs (no bleed size)	\$ 2,750	All
Black & White (no bleed) Ad size = 7-1/2" × 10"		
	\$ 750	Member Exhibitor (ME)
	\$ 850	Member Non-Exhibitor (MNE)
	\$ 950	Nonmember Exhibitor (NME)
	\$ 1,050	Nonmember Non-Exhibitor (NMNE)

## Half-page Advertisement:

Specifications	Rates	Advertiser Category
Inside Four-Color*	\$ 2,000	All
Black & White (no bleed) 4-7/8" h × 7-1/2" w (horiz.) or 3-1/2" w × 10" h (vert.)		
	\$ 525	Member Exhibitor (ME)
	\$ 585	Member Non-Exhibitor (MNE)
	\$ 650	Nonmember Exhibitor (NME)
	\$ 700	Nonmember Non-Exhibitor (NMNE)

\*Four-color process, contact DEStech Publications (see listing below)

Outside Back Cover, Inside Front, and Inside Back Covers will print up to four-color and are preferred placement; for bound-in color ads, placement in layout will be determined by designer. Except for covers and four-color pages, all advertising copy will be printed in black & white with no bleed. Tab Page inserts are full-page ads only and must fit within the 7-1/2" × 10" inch area.

## HOW TO SUPPLY MATERIALS FOR ADVERTISING

### Electronically

- Disk, CD, or e-mail (PDF file only, 5 MB maximum)—to include all images, logos, and embedded fonts. Please include disk directory and a hard-copy version of the ad, showing how the ad should print.
- All artwork must be at least 300 dpi, 100% scale—artwork downloaded from Internet sites is unacceptable.
- If supplying four-color ad, convert all RGB color images to CMYK.
- Formats we accept include: Illustrator (8.0 or higher), Quark (4.01 or higher), Photoshop (5.0 or higher), Freehand (8.0 or higher), and Pagemaker (6.5 or higher for PC; 7.0 or higher for Mac). Do not use CorelDraw.
- Submit files as either: PDF, TIFF, or EPS (PC format if possible).

### Hard Copy

- Film or paper positive velox. Negatives should be 133 or 150 line screen, right reading, emulsion-side-down. If the ad contains color, please include a color proof of the ad, showing how it should print. All ad submissions (electronic or film) should show crop marks of exact image area of ad.

### Logos and Photos

- All logos and photos must be supplied as PDF, TIFF, or EPS files.
- Slides also accepted.
- Minimum of 300 dpi.
- Artwork downloaded from Internet sites is unacceptable.

Disk, CDs, film negatives, and hard copies will not be returned. Reservations, camera-ready ad, and full payment are due by **August 4, 2008**.

Please mail camera-ready art/disk to: Tony Deraco, DEStech Publications, Inc., 439 North Duke Street, Lancaster, PA 17602-4967. Toll free: 1-866/401-4337, Phone: 717/290-1660, Fax: 717/509-6100; e-mail: [aderaco@destechpub.com](mailto:aderaco@destechpub.com).

Please mail completed ASTC 2008 Advertising Space Reservation Contract and payment (check payable to ASTC) to: ASTC, Department 41, 1025 Vermont Avenue NW, Suite 500, Washington DC 20005-6310, USA; Telephone: 202/783-7200; Fax: 202/783-7207.

## ASTC 2008 ADVERTISING SPACE RESERVATION CONTRACT

Ad Size Ordered: \_\_\_\_\_ Amount Enclosed: \$ \_\_\_\_\_ Advertiser Category: (circle one) All ME MNE NME NMNE

Contact: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Credit card number: \_\_\_\_\_  AMEX  MasterCard  VISA Expiration date: (mm/yy) \_\_\_\_\_

Print name as it appears on card: \_\_\_\_\_

Signature of card holder: \_\_\_\_\_

Submission of this contract will serve as an agreement to place your organization's advertisement in the 2008 ASTC Annual Conference Program.

Authorizing officer's signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**REMINDER:** Ad reservation contract and full payment must be received by ASTC and camera-ready art must be delivered to DEStech Publications by **August 4, 2008**.