



Conference Program Book Advertising Contract

65TH ASCD Annual Conference & Exhibit Show

Henry B. Gonzales Convention Center • San Antonio, Texas • March 6–8, 2010

Telephone: 703-575-5629 or 703-575-5660 • Fax: 703-575-5407 • E-mail: exhibits@ascd.org

SPACE AVAILABLE

Four-Color

Cover 2	___	\$4,210
Cover 3	___	\$4,020
Cover 4	___	\$4,805
Full Page	___	\$3,410

Black and White

Full Page	___	\$1,700
1/2 Page	___	\$1,395
Two Pages	___	\$3,240
Three Pages	___	\$4,755

CLOSING DATES

Space Reservations

November 6, 2009

Final Materials

November 13, 2009

ADVERTISING SPECS

See reverse side.

Please reserve space in the ASCD 2010 Conference Program Book as follows:

PLEASE TYPE OR PRINT CLEARLY

1 RESERVATION INFORMATION

AD SIZE: Full Page 1/2 Page 2nd Cover 3rd Cover 4th Cover

COLOR: Color Black and White

ADVERTISER _____ PHONE _____

AGENCY (IF APPLICABLE) _____

STREET ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP/POSTAL CODE _____ COUNTRY _____

E-MAIL _____ WEB SITE _____

AUTHORIZED SIGNATURE _____ TITLE _____

2 PAYMENT INFORMATION

CHECK ENCLOSED (MAKE CHECKS PAYABLE TO ASCD.)

CHECK NUMBER _____ AMOUNT ENCLOSED \$ _____

CHARGE MY: MasterCard VISA AMEX DISCOVER CARD

AMOUNT TO BE CHARGED _____

ACCOUNT NUMBER _____ EXPIRATION DATE _____

CARDHOLDER'S NAME _____

SIGNATURE _____

Return Contract and Materials to

Brittany A. Bowen, Exhibits Manager • ASCD, 1703 North Beauregard Street • Alexandria, VA 22311-1714 USA
Phone: 703-575-5629 or 703-575-5660 • Fax: 703-575-5407 • E-mail: exhibits@ascd.org

Advertising Contract Specifications

General Requirements

- Trim Size:** 8 3/8" X 10 7/8"
- Ad Page Sizes:** 1/2 page, nonbleed: 7 1/4" X 4 3/4"
Full page, nonbleed: 7 1/4" X 10"
Full page, full bleed: 8 5/8" X 11 1/8" (includes bleed)
- Bleeds:** Full page only at no extra cost. Allow 1/8" each side.
- Binding:** Perfect bound
- Printing:** Offset lithography

Submit files on CD-ROM or DVD only.

Electronic Specifications

Acceptable file formats:

The Conference Program Book is produced using Quark XPress for Macintosh. The following file formats are listed in order of preference:

- PDF with high resolution graphics and all fonts embedded.
- Quark XPress (with all fonts and image files used included with application file)
- Illustrator, Freehand, or CorelDraw (with type converted to outlines, save file as an EPS, and include any link files required)
- Photoshop (saved as TIFF or EPS, and at least 300 dpi)
- InDesign (include all fonts and image files used, submit all embedded graphics as separate files)
- The following file formats are acceptable: EPS, EPS/DCS, TIFF, or Scitex CT.
- TIFF/IT-P1 files are recommended for full-page or spread four-color ads.
- Ads created in Microsoft Word, Microsoft Publisher, PowerPoint, or any word processing program will not be accepted. These files must be exported to PDF format.

Fonts:

- All fonts used in ad layouts must accompany Quark and InDesign files.
- Use of Type 1 and Open Type fonts is preferred.
- Ads submitted using Illustrator, Freehand, or CorelDraw must have all text converted to curves.

How to submit files:

- Submit files on CD-ROM or DVD only.
- All fonts (screen and printer versions) and image files used to create the ad must accompany files prepared using a layout application. Incomplete files will not be accepted.
- Images for 4C ads must be submitted as final, high-resolution, CMYK files. We do not scan or place images for advertisers.
- A laser proof or velox must be submitted with each black and white ad. A digital color proof, color laser proof, or 4C film proof must accompany each 4C ad submitted. An additional charge will apply to generate proofs where none are supplied.

Cancelation Policy:

Advertising contract and space is assigned on a first-come basis, first-served basis. Full payment must accompany the contract and no refund will be issued after contract is processed. Ads in the program book will only be accepted from exhibitors participating in the 2010 Exhibit Show. Please note: If an exhibitor cancels booth space, that exhibitor's ad will automatically be canceled, and there will be no refund of the advertising fee.