



Please fax or email completed form
to: Al Rickard at 703-783-5501 or
arickard@upcea.edu

**Advertising Space Reservation
2012 UPCEA Annual Conference Program**

Company/Organization: _____

Contact Name: _____

Indicate size of advertisement (1/2 page or full page); black and white, or color; and location in program (e.g., inside pages, inside front cover, inside back cover, or back cover):

Cost: _____

Payment: _____ Check _____ Credit card

_____ Card Type
 _____ Card Number
 _____ Expiration Date
 _____ Security Code

Program Rates and Specifications:

Color Options:

Full page bleed	8.5" wide X 11" (trim size) <small>Bleed image must be 8.75" wide X 11.25"</small>	\$1,000
Full page	7" wide X 10"	\$1,000
½ page	7" wide X 4.5"	\$825

Black & White Options:

Full page	7" wide X 10"	\$775
½ page	7" wide X 4.5"	\$600

Inside Front Cover: 7" wide X 10" \$1,775

Inside Back Cover: 7" wide X 10" \$1,775

Back Cover: 8.5" wide X 11" (trim size) \$2,000
Bleed image must be 8.75" wide X 11.25"

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Preferred Materials

- Press quality PDF files are preferred.
- Pre-flighted digital files may be supplied on CDs, DVDs, or via email. All files must include all linked scans, artwork, and fonts used in the file.
- Very large files can also be uploaded to sites such as www.yousendit.com or www.sendbigfiles.com.

Software Programs: We recommend files be prepared using the following software programs: Adobe CS 4 or later in InDesign, Illustrator, or PhotoShop.

File Format Information:

- Compression -- Files may be compressed.
- Resolution – Grayscale and color images/files should have a resolution of 300 dpi, 133 line screen. Scanned black and white line art should have a minimum resolution of 600 dpi at 100%.

Deadlines:

Space reservations must be made by February 17, 2012. Ad materials must be received by February 29, 2012. Ads will not be accepted without payment. For information on advertising specifications, please contact UPCEA Director of Communications, Kandace Gilligan at 202-659-3130 or kgilligan@upcea.edu; or Al Rickard at 703-402-9713 or via email at arickard@associationvision.com.

For Ad Sales, please contact Cheri Simpson, Director of Corporate Relations at 919-240-4909 or csimpson@upcea.edu