

Ad Pricing

Advertising in the Program

Conference attendees utilize the Annual Conference Program as their guide throughout the conference. They also share their programs with colleagues back at their respective institutions. Advertising in the program is a way to enhance your visibility and reach key decision makers in professional, continuing and online education. Don't miss out on this opportunity!

The final program is an attractive 8-1/2" X 11" printed booklet. Full and half page ads are available for the inside pages. Please note, all ads are in color.

Program Advertising Rates

<u>Color Options</u>		Corporate Member <u>Price</u>	<u>Non-Member Price</u>
Full page bleed	8.5" wide X 11" (trim size) Bleed image must be 8.75" wide X 11.25"	\$1,495	\$1,895
Full page	7" wide X 10"	\$1,495	\$1,895
½ page	7" wide X 4.5"	\$895	\$1,195
<u>Inside Front Cover:</u>	7" wide X 10"	\$2,495	\$3,195
<u>Inside Back Cover:</u>	7" wide X 10"	\$2,295	\$2,895
<u>Back Cover:</u>	8.5" wide X 11" (trim size) Bleed image must be 8.75" wide X 11.25"	\$2,895	\$3,695

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.

Deadlines

Space reservations must be made by February 21, 2014. Ad materials must be received by **March 7, 2014**. Ads will not be accepted without payment. For information on advertising specifications, please contact Kandace Gilligan at 202-659-3130 or via email at kgilligan@upcea.edu.

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