PROGRAM BOOK ADVERTISING CONTRACT

(DEADLINE for Contract: January 15, 2016)

ADVERTISER INFORMATION	
Advertiser:	
Contact:	
Address:	
City, State, Postal Code, Country:	
Tel:	FAX:
E-mail:	IADR Institutional Member: ☐ Yes ☐ No

PROGRAM BOOK ADVERTISING RATES

Cover 2: $3,150 Cover 3: $3,150 Cover 4: $3,700 Page Opposite Table of Contents: $3,150

Full Page: $1,650 Half Page: $1,100

All ads will be printed in color at no additional fee.

PLEASE NOTE: *All ads requested on specific pages (except covers 2, 3, and 4) are available at a 15% additional fee.*

AD SPECS

Ad Size: ☐ Full page with bleeds 8.25"x10.75", trimmed ☐ Full page without bleed 7"x10" ☐ Half page (vert.) 3.5"x10" ☐ Half page (horiz.) 7"x4.75"	Color: ☐ 4-color ☐ Black and White

Position: ☐ Cover 2 ☐ Cover 3 ☐ Cover 4 ☐ Page Opposite Table of Contents ☐ Other: _____

☐ Run of Book

PAYMENT CALCULATION

Cost *per* ad: $	Additional Charges: $	Discounts:
Total Due: $		
Authorized Signature/Initials:		

PAYMENT INFORMATION

PLEASE SELECT PAYMENT TYPE

☐ Check for $ (enclosed)	
☐ Charge my credit card for the amount of $ (American Express, MasterCard, or VISA only)	
Card #:	Card ID #:
Name on card:	Exp. Date:
Authorized Signature/Initials:	

Please return this form to:

Exhibits, Sponsorship & Meetings Manager

AADR ●1619 Duke Street ● Alexandria, VA 22314 USA

Email: kmcneil@aadr.org ● FAX: +1-703-548-1883

IMPORTANT ADVERTISING INFORMATION

(Please retain this page for your records)

Agency Discounts

Agency commission: 10% of gross billing is allowed to recognize advertising agencies on display space and color. No cash discount.

Guidelines for Advertisement Submission

All materials supplied are subject to review by AADR and should be accompanied by a color proof. Copies of all component files and resources (linked images) must be included.

- Trim size of program book is 8.5" x 11"
- Only full page ads can bleed.
- Bleeds must be extended a minimum of 1/8" beyond the trim on all sides.
- Color ads should be submitted as 300ppi (or greater) cmyk PDF, EPS, JPG, or TIF. (PDF and EPS - All fonts must be embedded or converted to outlines/paths.)

Ad Sizes:

Full page with bleeds: 8.5x11 (trim size); 8.75x11.25 (trim size plus 1/8 bleed); Live area: 7.5x10. Keep all critical type and imagery within live area.
Full page non-bleed: 7.5x10
Half page non-bleed (vert.): 3.625”x10”
Half page non-bleed (horiz.): 7.5”x4.875”

Deadlines

Closing date for the 2016 AADR/CADR Program Book material is **January 15, 2016.**

Printing and Binding

Perfect-bound. Electronic files with a color proof are preferred. Complete file format guidelines are available upon request.

QUESTIONS

Please contact Kasey R. McNeil at +1.703.299.8093 or via email, kmcneil@aadr.org.