

# PROGRAM BOOK ADVERTISING CONTRACT

(DEADLINE for Contract: May 6, 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" Color: 4-color			
Position: Cover 2 (Inside front) Cover 3 (Inside back) Cover 4 (Outside back) Page Opposite Table of Contents Other: Run of Book			
PAYMENT CALCULATION			
Cost per ad: \$	Additional Charges: \$	С	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:			



## 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 IADR 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 IADR Program Book material is May 6, 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, <a href="mailto:kmcneil@iadr.org">kmcneil@iadr.org</a>.