

Advertising Information

Program Advertising Insertion Order

Full and Half-page advertisements will be accepted for the 2008 Conference Program Book. Ads will be seen by each of the expected 600 conference registrants. Insertion orders and advertising materials must be received no later than March 1, 2008.

| Size Dimensions* | Member Price | Non-Member |
|--|--------------|------------|
| Full page (B&W) 6" wide by 9" high * | \$ 575 | \$ 725 |
| Half page (B&W) 5.5" wide by 4.25" high ** | \$ 400 | \$ 550 |
| Inside Front or Inside Back Cover (Color) 6" wide by 9" high * | \$ 700 | \$ 850 |
| Outside Back Cover (Color) 6" wide by 9" high * | \$ 900 | \$ 1,050 |

* Maximum printed area of ad not including bleed. Please submit file with 0.25" bleed on all edges.

** Half page ad does not bleed.

*** ARLIS/NA Business affiliates receive the member price. Prices in U.S. dollars.

Submission Guidelines for Electronic Advertisement

Layout Applications:

1. InDesign CS1 or lower with support files.
Macintosh fonts only

Graphics Applications:

1. Adobe Illustrator CS1 or lower (10 or lower)
2. Adobe Photoshop CS1 or lower (8 or lower)
3. Adobe Pdf Press Optimized File

File Types and Save Options:

TIFF (.tif) or JPEG (.jpg)

- > Size: 100%
- > Resolution: 300 dpi (high quality compression setting)
- > Include bleeds (1/4" minimum) with crop marks/registration

EPS (.eps)

Adobe Illustrator files: CS1 or lower (10 or lower)

- > Embed all images @100%, 300 dpi
- > Outline all fonts
- > Include bleeds (1/4" minimum) with crop marks/registration

PDF (.pdf)

- > Print resolution images with no less than medium/high quality compression

- > Outline all fonts

- > Include bleeds (1/4" minimum) with crop marks/registration

Logos:

Please send all logo files in the following formats:

- > EPS files: Fonts should be outlined or supplied (Macintosh fonts only)
- > TIF files: Image must be 300 dpi and at least 3 inches wide

Please do not send these file types as they will not print properly:

- GIF files: these files are for web page use only
- JPEG files: if taken off the web, jpegs are also not suitable for print

Questions or comments regarding Exhibits/ Sponsorship or Advertising should be directed to:

ARLIS/NA Denver 2008

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