



# The IAAM CONFERENCE 2016

June 7, 2016 • Prince George's Community College, Largo, MD 20770



## Program Advertising Spec Form

**Deadline – Friday, May 13, 2016 at 5:00pm**

COMPLETE FORM IN ITS ENTIRETY. EMAIL WITH ARTWORK TO [INFO@WBO.ORG](mailto:INFO@WBO.ORG).

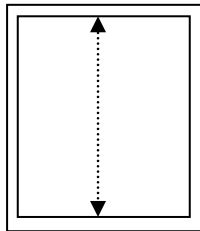
- Inside Front Cover Color \$400 (7.5 x 10"; 300 DPI)
- Back Cover Color \$350 (7.5 x 10"; 300 DPI)
- Inside Back Cover Color \$325 (7.5 x 10"; 300 DPI)
- Full Page Color \$275 (7.5 x 10"; 300 DPI)
- Half Page Color \$200 (7.5 x 5"; 300 DPI)
- Quarter Page Color \$100 (3.75 x 5"; 300 DPI)
- Business Card Color \$50 (3 x 2.5"; 300 DPI)
- Ad Design Required

Ad emailed to [info@wbo.org](mailto:info@wbo.org) Date \_\_\_\_\_

From email address \_\_\_\_\_

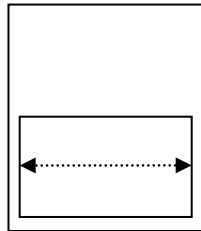
- Ads should be camera ready. Ad measurements are based on an 8.5 x 11 inch page size.
- Ads not meeting resolution quality standards will not be printed
- Please proof the ad before submitting. Any requested editing will incur cost.
- Ads will be printed in color.
- Submit ads electronically per instructions provided.
- Questions may be directed [info@wbo.org](mailto:info@wbo.org) or call (301) 430-0044.
- MS PowerPoint (.ppt), Word (.doc) files, or faxed ads **will not be accepted**.

### Ad Sizes



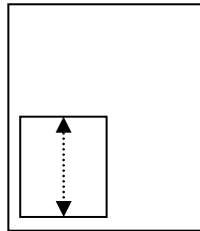
**Full Page**

7.5 inches x 10 inches  
*width x height*



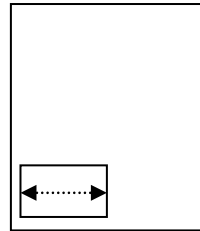
**Half Page**

7.5 inches x 5 inches  
*width x height*



**Quarter Page**

3.75 inches x 5 inches  
*width x height*



**Business Card**

3 inches x 2.5 inches  
*width x height*

### Accepted Formats

#### PDF

- PDF images with 300 dpi resolution
- All fonts embedded
- CMYK color mode

#### TIF

- TIF images with 300 dpi resolution
- Flattened
- CMYK color mode

Ads may be submitted in the following formats:

#### EPS

- EPS images with 300 dpi resolution
- All fonts converted to outlines
- CMYK color mode

#### JPG

- JPG with 300 dpi resolution
- CMYK color mode

**FULLY COMPLETE AND EMAIL BELOW INFORMATION WITH YOUR ARTWORK .**

Company Name:

Contact Name:

Address:

Daytime Phone Number:

Email: