



ASCD

65TH ASCD Annual Conference & Exhibit Show

Henry B. Gonzalez Convention Center • San Antonio, TX • March 6–8, 2010

Telephone: 703-575-5629 or 703-575-5660 • Fax: 703-575-5407 • E-mail: exhibits@ascd.org

SPACE AVAILABLE

Four-Color—One Day

1/4 page _____ \$1,595

1/2 page _____ \$2,295

Full Page _____ \$2,995

Four Color—All Three Days

1/4 page _____ \$1,995

1/2 Page _____ \$2,595

Full Page _____ \$3,295

CLOSING DATES

Final Materials All-Three Days (center section)

February 5, 2010

Final Materials One Day

February 19, 2010

ADVERTISING SPECS

See reverse side.

CANCELLATION POLICY

Advertising contract and space is assigned on a first come basis, first served basis. Full payment must accompany the contract and no refund will be issued after contract is processed.

Please reserve space in the ASCD 2010 Conference Daily Newspaper as follows:

PLEASE TYPE OR PRINT CLEARLY.

1 RESERVATION INFORMATION

AD SIZE: Full Page 1/2 Page 1/4 Page

COLOR: Color Black and White

ADVERTISER

PHONE

AGENCY (IF APPLICABLE)

STREET ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTRY

E-MAIL

WEB SITE

AUTHORIZED SIGNATURE

TITLE

2 PAYMENT INFORMATION

CHECK ENCLOSED (MAKE CHECKS PAYABLE TO ASCD.)

CHECK NUMBER _____ AMOUNT ENCLOSED \$ _____

CHARGE MY: MasterCard VISA AMEX DISCOVER CARD

AMOUNT TO BE CHARGED

ACCOUNT NUMBER

EXPIRATION DATE

CARDHOLDER'S NAME

SIGNATURE

Return Contract and Materials to

Brittany A. Bowen, Exhibits Manager • ASCD, 1703 North Beauregard Street
Alexandria, VA 22311-1714 USA

Phone: 703-575-5629 or 703-575-5660 • Fax: 703-575-5407 • E-mail: exhibits@ascd.org

Advertising Contract Specifications

General Requirements

Ad Sizes:	1/4 page, nonbleed:	4.75" X 6.5"
	1/2 page, nonbleed:	9.75" X 6.5"
	Full page, nonbleed:	9.75" X 14"

Submit files on CD-ROM, or DVD only.

Materials

Acceptable file formats:

- **PDFs** – ASCD prefers **hi-resolution, press-ready pdf files** that are a minimum of 200 dpi. PDFs should be set to the final ad size, with no crop marks (since the ads do not bleed). PDFs will be accepted through **Friday, February 19**.
- **Image files** – ASCD will accept, but not guarantee the quality of image files, such as .eps, .ai and .tif. Final image size should be the size of the ad. All text should be converted to outlines and images must be embedded, with the file flattened before submission. Image files will be accepted through **Friday, February 19**.
- **Native (application) files** – ASCD will accept the native application files for QuarkXpress and Adobe InDesign only. Files should be collected for output (or packaged) on CD/DVD and submitted with a high-end color proof. All files, including fonts and images, should be submitted. Images should be a minimum resolution of 200 dpi, and converted to CMYK (for color ads) or Grayscale (for black & white ads). If a proof is not submitted, ASCD will not take responsibility for the final output of ads built from native application files. **Native application files will only be accepted through Friday, February 19.**
- **Microsoft files** – ASCD will not accept ads submitted in Microsoft Word, Publisher or Powerpoint or any other word processing applications.

Fonts:

- All fonts must be submitted with ads sent in as native application files. Ads will be rejected if the fonts are not included, or will have the fonts replaced with a house font.
- Type 1 and OpenType fonts are preferred.
- Ads submitted as image files should have all text converted to outlines.

Ad Submission:

- Ads should be submitted on CD or DVD only.
- Black & white ads should be submitted as grayscale, and should not be a build of rich black (percentages of Cyan, Magenta, Yellow and Black). Black & white ads submitted as rich black will be converted to grayscale.
- All 4C ads should have colors that are converted to CMYK. ASCD does not take responsibility for color shifts due to converting colors or rich black to grayscale.
- For 4C ads, rich black (a mixture of C, M, or Y with K) should not be used on type below 12 pt. to prevent registration problems. Ads that are submitted with rich black on text below 12 pt. will have the text converted to 100% black.
- Images should be a minimum resolution of 200 dpi. ASCD is not responsible for the look of ads where images have been submitted that are below the minimum resolution.
- All should be submitted at the final ad size. **There are no bleeds on any ads in the Conference Daily newspaper.**
- Fractional ads (half or quarter page ads) must have a .5 pt border around the ad. Full page ads do not require a border.
- All fonts and images should be included for ads that are submitted as native application files.
- A proof **MUST** accompany the ad. ASCD does not take responsibility for ads that are submitted without proofs.
- **Ads not meeting the above specs will have charges billed back to the advertiser.**

