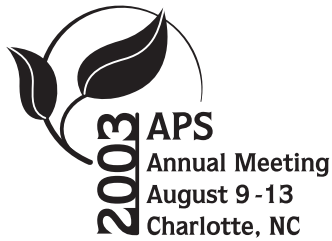


# Program Book Advertising Order Form

Annual Meeting of The American Phytopathological Society  
August 9-13, 2003 • Charlotte Convention Center • Charlotte, North Carolina

The Program Book for the meeting will reach an enthusiastic and captive audience. The book will be repeatedly referred to by the registrants as their personal guide to technical and social activities. Program Book advertising is available to exhibiting and nonexhibiting companies.



## Closing Dates

**May 15** — Advertising orders due for program book.

**June 2** — Materials due for program book.

## Please reserve the following Program Book advertising pages:

Number of pages \_\_\_\_\_ \$ \_\_\_\_\_ For office use only

Cover 2 or 3 \_\_\_\_\_ \$ \_\_\_\_\_  
(circle preference)

Back Cover \_\_\_\_\_ \$ \_\_\_\_\_

Other Special Position \_\_\_\_\_ \$ \_\_\_\_\_  
Please indicate page: \_\_\_\_\_

Other \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

## Materials

- Repeat our ad that ran \_\_\_\_\_ Year \_\_\_\_\_
- Our agency will furnish complete artwork and insertion order. (Space charge is commissionable.)
- Please prepare our ad. We have indicated on the page layout (opposite side) how we would like our ad to appear. Please have type set and send us a proof prior to publication. **Additional charge (\$75 minimum)**

## Return to:

Rhonda Wilkie, Advertising & Exhibit Sales Representative  
The American Phytopathological Society  
3340 Pilot Knob Road, St. Paul, MN 55121-2097, U.S.A.  
Telephone: +1.651.994.3820 • Fax: +1.651.454.0766  
E-mail: [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org)

### FOR OFFICE USE ONLY

Accepted for APS by \_\_\_\_\_

Date: \_\_\_\_\_

## Space reservation authorized by:

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip or Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Signature \_\_\_\_\_

E-mail \_\_\_\_\_

Invoice company

Invoice ad agency

Agency Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Country \_\_\_\_\_

Zip or Postal Code \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**See reverse side for advertising rates and additional information.**

## Program Book Advertising Rates

<b>Ad size:</b> Full Page — 7" x 10-1/4" Half Page — 3-1/2" x 10-1/4"		
<b>Page size:</b> 8-1/2" x 11"		
<b>Regular Full Page</b> \$625	<b>Other Special Position</b> +\$150 <ul style="list-style-type: none"> <li>• Page facing General Information</li> <li>• Page facing Program Sessions by Topic</li> <li>• Page facing Meeting Floor Plan</li> </ul>	<b>Typesetting, layout, or other mechanical services, minimum charge</b> \$75  <b>Call for color charges</b>
<b>Regular Half Page</b> \$375		
<b>Inside Front Cover</b> +\$200		
<b>Back Cover</b> +\$200		

### Printing Material Requirements:

**Medium:** Zip disk or CD

**Platform:** MacIntosh

**Accepted Software:** Quark Xpress 4.0  
Adobe Photoshop 6.0  
Adobe Illustrator 9.0

*Note: Pagemaker, Word, Powerpoint, Excel, and other office software is not accepted.*

When submitting Illustrator files, please vectorize all type.

All fonts used (both screen and printer) must be supplied with files.

**Accepted Graphic Formats:** .eps or .tif

**Resolution:** 266 dpi minimum for black and white.

Contact Rhonda Wilkie at +1.651.994.3820 for specifications on submission of color advertising.

**Proof:** Please supply high resolution proof. We cannot be responsible for final outcome if no proof is supplied.

The more documentation we receive from you, the better we can meet your expectations! A complete documentation package will help ensure desired results.

### Mechanical Information:

**Printing:** Sheet fed offset

**Stock:** Printed on 60 lb. opaque offset, with cover on a 12-point stock, coated one side.

**Binding:** Perfect bound.

To request a special position, contact Rhonda Wilkie at +1.651.994.3820.