

# Program Book Order Form

## 2015 APS Annual Meeting • August 1–5 • Pasadena, CA, U.S.A.



The onsite Program Book will reach an enthusiastic and targeted 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 non-exhibiting companies.

### Closing Date:

May 15, 2015

Advertising orders due for Program Book

Ad materials due for program book

### ■ Please reserve the following Program Book advertising pages:

#### Special Positions:

Back Cover (full-page 4C)..... \$2,000 \_\_\_\_\_

Inside Back Cover (full-page 4C)..... \$1,900 \_\_\_\_\_

Inside Front Cover (full-page 4C)..... \$1,950 \_\_\_\_\_

☐ Bleed ☐ Non-Bleed

Other Special Position Requests (add) ..... \$200 \_\_\_\_\_

#### General Positions

Full-page 4C ..... \$1,000 \_\_\_\_\_

1/2 page horizontal or vertical 4C ..... \$800 \_\_\_\_\_

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

### ■ Materials

☐ Repeat our ad that ran \_\_\_\_\_

Year

☐ Our agency will furnish artwork and insertion orders (space charge is commissionable).

***Any changes or updates to ad materials will incur charges for APS staff time (\$75 minimum).***

### ■ Space reservation authorized by:

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_

State or Province \_\_\_\_\_ Zip or Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Signature \_\_\_\_\_

☐ Invoice company

☐ Invoice ad agency

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

Contact Name \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_

State or Province \_\_\_\_\_ Zip or Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

### Return to:

Debi Maines

APS Advertising, Exhibits, and Sponsorship Coordinator

APS c/o A. Fassano & Company

900 Route 168, Ste. A-2, Turnersville, NJ 08012 U.S.A.

Telephone: +1.856.302.0890 • Fax: +1.856.232.2312

E-mail: [debra\\_maines@AFassanoCo.com](mailto:debra_maines@AFassanoCo.com)

## Program Book Advertising Details

<b>Ad Size: Full Page</b> – 7" × 10" <b>Full Page Bleed</b> – 8.5" × 11" include additional .125 bleed 4-sides <i>(Note: for bleed pages keep text .75" away from gutter)</i> <b>Half Page</b> – 3.375" × 10" (vertical) <b>Half Page</b> – 7" × 4.875" (horizontal)  <b>Page Trim Size:</b> 8.5" × 11"	
<b>General Position Full Page 4C</b> .....	\$1000
<b>General Position Half Page 4C</b> .....	\$800
<b>Back Cover Full Page 4C</b> .....	\$2,000
<b>Inside Back Cover Full Page 4C</b> .....	\$1,900
<b>Inside Front Cover Full Page 4C</b> .....	\$1,950
<b>Other Special Position Requests (Add)</b> .....	\$200

### ■ Printing Materials Requirements

#### Accepted File Types:

**Platform:** Macintosh

**Software:** Adobe InDesign Adobe Photoshop, Adobe Illustrator, Adobe Acrobat

**Graphic Files:** Illustrator or Photoshop: .eps or .tif

**PDF:** If providing files in a pdf format they must be saved as press-ready with fonts outlined or embedded, and include crop marks and bleeds.

**Resolution:** 4C – 300 ppi, Black and White – 266 ppi

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

### ■ Mechanical Information

**Printing:** Sheet fed offset

**Stock:** Cover printed on a 10-point enamel cover stock, coated two sides with 1.3 mil laminate on outside covers.

Inside text printed on 70 lb matte enamel.

**Binding:** Spiral bound.

**To request a special position, contact Debi Maines at +1.856.302.0890.**

