

PROGRAM BOOK ORDER FORM

2010 APS Annual Meeting

August 7 – 11, 2010 • Opryland • Nashville, Tennessee

The onsite program book 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 non exhibiting companies.



Closing Dates:

May 28, 2010 Advertising orders due for program book

June 4, 2010 Materials due for program book

Please reserve the following Program book advertising pages:

Special Positions:

Back Cover (full-page 4C ad) \$1,925 _____

Inside Back Cover (full-page 4C)..... \$1,825 _____

Inside Front Cover (full-page 4C)..... \$1,875 _____

NEW Tab Section Dividers \$950 _____

(Available only to full page black and white ads)

- Bleed Non-Bleed

Please indicate your preferred section and front or back page position.

- Program Section Posters Section
- Recognition Section Exhibition Section
- Front Back

General Positions

Full-page black & white \$775 _____

1/2 page horizontal or vertical \$525 _____
black & white

Add additional \$150 for Other Special \$150 _____
Positions to regular full-page ad charges

Please indicate page preference: _____
(See side 2 for Other Special Position preferences)

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).

OFFICE USE ONLY
Accepted for APS by _____
Date: _____

Space reservation authorized by:

Name _____

Title _____

Company _____

E-mail _____

Address _____

City _____

State or Province _____ Zip or Postal Code _____

Country _____

Telephone _____

Facsimile _____

Signature _____

Invoice company

Invoice ad agency

Agency Company name _____

Contact Name _____

E-mail _____

Address _____

City _____

State or Province _____ Zip or Postal Code _____

Country _____

Telephone _____

Facsimile _____

Return to:

Rhonda Wilkie, Exhibit Sales
The American Phytopathological Society
3340 Pilot Knob Road, St. Paul, MN 55121 U.S.A.
Telephone: +1.651.994.3820 • Fax: +1.651.454.0766
E-mail: aps@scisoc.org

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Program Book Advertising Details *(continued from page 5)*

Ad size: Full page – 7" × 10" Half Page – 3.375" × 10" (vertical) Half Page – 7" × 4.875" (horizontal)		
Page trim size: 8.5" × 11"		
Regular Full page b&w\$775	Other Special Position +\$150 • Page facing General Information • Page facing Program Highlights	Ad file revisions/formatting, minimum charge \$75
Regular Half Page b&w\$525		
Back Cover Full Page 4C\$1,925		
Inside Back Cover Full Page 4C\$1,825		
Inside Front Cover Full Page 4C\$1,875		
Tab Page b&w\$950		

Printing Materials Requirements

Medium: CD

Platform: Macintosh

Accepted Software: Adobe InDesign CS, Adobe Photoshop CS, Adobe Illustrator CS,
Note: Pagemaker, Word, Powerpoint, Excel, and other office software is not accepted.

When submitting Adobe Illustrator files, please vectorize (outline) all type.

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

Accepted Graphic Formats: .tif, .ai, .eps, and PDF

Resolution: 266 ppi minimum for black and white. 300 ppi for 4C ads.

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

The more documentation we receive for you, the better we can meet your expectations. A complete documentation packet 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 two sides.

Binding: Perfect bound.

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

