



ad club of connecticut

## 2009-2010 Advertising Rates & Specs

### 2009-2010 Advertising Rates

The Ad Club is in the process of putting together its 2009-2010 Season. Founded in 1913, this is the 97<sup>th</sup> anniversary of the Advertising Club of CT. Moreover, this coming May, we'll recognize the very best of Connecticut advertising at our 56th Annual Award Show. **SIGN UP NOW!** Insure yourself advertising success by purchasing an ad in our **Member Directory**, our **Annual Award Show Book** or with a **Website Banner Ad**. If interested in advertising in either of our books or on our website, please fill out the reservation form at the end of this document and mail back to the Ad Club of CT offices.

### 2009-2010 Member Directory Advertising:

#### Member Directory Deadlines:

- Deadline for ad reservations is Thursday April 8th
- Camera Ready Art is due on Thursday April 15th

The **Member Directory** is a 6-3/4" x 10" saddle-stitch booklet. This book lists our Board of Directors, our members - alphabetically by name (along with their profession and e-mail addresses when provided), our Calendar of Events, our Member Benefits and our members - listing by company and listing by specialty. When placing an ad in the **Member Directory** your message will be seen by more than 500 new business prospects, industry peers and new hires.

#### Ad Sizes & Rates:

These sizes are for both the **Member Directory** and the **Annual Award Show Booklet**. Please fill in order form at the end of this document and follow instructions for returning to the Ad Club of CT. If you have any questions or concerns, please contact the name and number below.

*\*Sold as part of our Yearlong Sponsor Packages.*

*Specialized placement offered on a first come, first serve basis*

		Members	Non-Members
<u>Inside Front Cover/4-Color*:</u> SOLD! Part of Sponsor Packages	(5-3/4"w. x 9"h. - no bleeds/live area) Or (with bleeds – 7-1/8"w x 10-3/8"h)	\$250.00	N/A
<u>Inside Back Cover/4-Color*:</u> SOLD! Part of Sponsor Packages	(5-3/4"w. x 9"h. - no bleeds/live area) Or (with bleeds – 7-1/8"w x 10-3/8"h)	\$250.00	N/A
<u>Outside Back Cover/4-Color*:</u> SOLD! Part of Sponsor Packages	(5-3/4"w. x 9"h. - no bleeds/live area) Or (with bleeds – 7-1/8"w x 10-3/8"h)	\$250.00	N/A
<u>Centerspread-B&amp;W*:</u>	SOLD! (12-3/4"w. x 9"h. - no bleeds)	\$250.00	\$300.00
<u>2-Page Spread-B&amp;W*:</u>	(Each Pg to be 5-3/4"w. x 9"h. - no bleeds)	\$250.00	\$300.00
<u>Full Page:</u>	(5-3/4"w. x 9"h. - no bleeds)	\$150.00	\$200.00
<u>1/2 Page:</u>	(5-3/4"w. x 4-3/8"h. - no bleeds)	\$100.00	\$150.00
<u>1/4 Page:</u>	(2-3/4"w. x 4-3/8"h - no bleeds)	\$ 50.00	\$100.00
<u>1/8 Page "Biz Card":</u>	(2-3/4"w. x 2-1/8"h - no bleeds)	\$ 25.00	\$ 50.00

Inserts:

**Please call to discuss your options**

**For More Info, Please Contact: Sandi Brangiero, Executive Director, The Ad Club Of Connecticut  
PO Box 298, Marlborough, CT 06447**

**Phone: 860-295-8929**

**E-Mail: [admin@adclubct.org](mailto:admin@adclubct.org)**



**56<sup>th</sup> Annual Award Show Book Advertising:**

**Award Show Book Deadlines:**

- Deadline for ad reservations is Thursday April 8th
- Camera Ready Art is due on Thursday April 15th

The **Award Show Book** is a 6-3/4" x 10" perfect bound booklet. This book showcases all of the winners from the 56<sup>th</sup> Annual Award Show. When placing an ad in the **Award Show Book** your message will be seen by more than 500 new business prospects, industry peers and new hires.

**Ad Sizes & Rates:**

These sizes are for both the **Member Directory** and the **Annual Award Show Booklet**. Please fill in order form at the end of this document and follow instructions for returning to the Ad Club of CT. If you have any questions or concerns, please contact the name and number below.

*\*Sold as part of our Yearlong Sponsor Packages.*

*Specialized placement offered on a first come, first serve basis*

		<b>Members</b>	<b>Non-Members</b>
<b><u>Inside Front Cover/4-Color*:</u></b> SOLD! Part of Sponsor Packages	(5-3/4"w. x 9"h. - no bleeds/live area) Or (with bleeds – 7-1/8"w x 10-3/8"h)	\$250.00	N/A
<b><u>Inside Back Cover/4-Color*:</u></b> SOLD! Part of Sponsor Packages	(5-3/4"w. x 9"h. - no bleeds/live area) Or (with bleeds – 7-1/8"w x 10-3/8"h)	\$250.00	N/A
<b><u>Outside Back Cover:</u></b>	N/A	N/A	N/A
<b><u>Centerspread-B&amp;W:</u></b>	N/A	N/A	N/A
<b><u>2-Page Spread-B&amp;W:</u></b>	(Each Pg to be 5-3/4"w. x 9"h. - no bleeds)	\$250.00	\$300.00
<b><u>Full Page:</u></b>	(5-3/4"w. x 9"h. - no bleeds)	\$150.00	\$200.00
<b><u>1/2 Page:</u></b>	(5-3/4"w. x 4-3/8"h. - no bleeds)	\$100.00	\$150.00
<b><u>1/4 Page:</u></b>	(2-3/4"w. x 4-3/8"h - no bleeds)	\$ 50.00	\$100.00
<b><u>Inserts:</u></b>	<b>Please call to discuss your options</b>		

**DISCOUNTED Purchase of SAME Ad in Member Directory & Award Show Book:**

**PURCHASE THE SAME AD IN THE 2<sup>nd</sup> BOOK FOR HALF PRICE!**

		<b>Members</b>	<b>Non-Members</b>
<b><u>2-Page BW – Both Books:</u></b>	(Each Pg to be 5-3/4"w. x 9"h. - no bleeds)	\$375.00	\$450.00
<b><u>Full Page BW – Both Books:</u></b>	(5-3/4"w. x 9"h. - no bleeds)	\$225.00	\$300.00
<b><u>1/2 Page BW – Both Books:</u></b>	(5-3/4"w. x 4-3/8"h. - no bleeds)	\$150.00	\$225.00
<b><u>1/4 Page BW – Both Books:</u></b>	(2-3/4"w. x 4-3/8"h - no bleeds)	\$ 75.00	\$150.00



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## 2009-2010 Advertising Rates & Specs

Page 3

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### Website Banner Advertising:

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#### 18,000+ HITS PER YEAR WITH THE ADVERTISING CLUB OF CONNECTICUT WEBSITE

The Ad Club Website can provide you with 50-75 hits per day. That translates into 1,000 – 1,500 hits per month or 12,000 to 18,000 hits per year. Sign up for 3 months, 6 months or 1 year. Specialized placement offered on a first come, first serve basis

Year-long Sponsor Packages are on the Home Page. Other pages will be available for your website banner ad. Please call to discuss.

#### Website Banner Ad Rates:

3 Months:	Members - \$300 --	Non-Members - \$450
6 Months:	Members - \$600 --	Non-Members - \$900
9 Months:	Members - \$900 --	Non-Members - \$1200
12 Months:	Members - \$1200 --	Non-Members - \$1800

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### Advertising Specifications:

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Please review the requirements below. All files must meet these requirements and be 100% complete. These requirements are for both disk and e-mail submissions.

#### Accepted File Formats:

##### PC Users:

- EPS\* with fonts converted to outlines/paths

Mac Users may also submit native files in the following: ( Please provide all screen and printer fonts)

- Quark (up to V7.0) (all screen and printer fonts, art included)
- EPS\* or TIFF\* (all fonts converted to art or provided)
- Illustrator (up to CS3) (all fonts converted to art or provided)
- Hi-Res PDF

**Size(s):** See Ad Sizes on previous pages or for more info please go to website

**Color:** 4-C, Grayscale or 1-C Black Bitmap. For more info, go to website.

##### **Resolution:**

For Tiff/Photoshop EPS/PDF files -- Grayscale 300 dpi / 1-Color Black bitmap 600-800 dpi / 4-Color 300 dpi

##### **Submitting your files:**

- Disks Accepted: CD
- E-Mail – File Size NTE 5 MB (Please compress native files with fonts and supporting images)
- FTP Site – you may also upload to an ftp site – PLEASE CALL TO DISCUSS

##### **Please mail or e-mail all Ad Files to:**

The Advertising Club of Connecticut  
P.O. Box 298  
Marlborough, CT 06447  
[admin@adclubct.org](mailto:admin@adclubct.org)

**If you are interested in becoming a sponsor for a single Advertising Club of Connecticut Event, please contact: Sandra Brangiero at [admin@adclubct.org](mailto:admin@adclubct.org) or call: 860-295-8929**

**For More Info, Please Contact: Sandi Brangiero, Executive Director, The Ad Club Of Connecticut  
PO Box 298, Marlborough, CT 06447  
Phone: 860-295-8929 E-Mail: [admin@adclubct.org](mailto:admin@adclubct.org)**



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### **ADVERTISING RESERVATION FORM:**

All advertising placement is offered on a first come, first serve basis. Please fill in the following information and mail to below address, or fax to below number:

Name:	
Company Name:	
Billing Address:	
Billing Contact:	
Phone:	
FAX:	
E-Mail Address:	

Please indicate the size ad and the venue:

2 Page Spread – Member Directory:	
Full Page – Member Directory:	
1/2 Page – Member Directory:	
1/4 Page Member Directory:	
Insert:	
Other:	
2 Page Spread – Award Show Book:	<i>(back of book only)</i>
Full Page – Award Show Book:	
1/2 Page – Award Show Book:	
1/4 Page Award Show Book:	
Insert:	
Other:	
Website Banner Ad – 3 months:	
Website Banner Ad – 6 months:	
Website Banner Ad – 9 months:	
Website Banner Ad – 1 year:	
Other:	

YOU MAY ALSO PURCHASE ONE OF OUR **YEARLONG SPONSOR PACKAGES**. Please indicate the Sponsor Package you wish to purchase/trade for and someone will contact you with further information:

*Please Note: When choosing a Sponsorship Package, the ad size is the same in both of the books.*

### **PLEASE MAIL/FAX THIS FORM TO:**

The Advertising Club of Connecticut  
P.O. Box 298  
Marlborough, CT 06447  
[admin@adclubct.org](mailto:admin@adclubct.org)

**For More Info, Please Contact: Sandi Brangiero, Executive Director, The Ad Club Of Connecticut**  
**PO Box 298, Marlborough, CT 06447**  
**Phone: 860-295-8929**                      **E-Mail: [admin@adclubct.org](mailto:admin@adclubct.org)**