



# 2010-2011 Advertising Rates & Specs

## 2010-2011 Advertising Rates

Founded in 1913, this is the 97th anniversary of the Advertising Club of CT. **SIGN UP NOW FOR OUR ADVERTISING PACKAGES!** Insure yourself advertising success by purchasing an ad in our Member Directory or our Annual Award Show Book. If interested in advertising, please fill out the reservation form at the end of this document and mail back to the Ad Club of CT offices.

### 2010-2011 Member Directory Advertising:

#### Member Directory Deadlines: Directory will be published in August 2011

- Deadline - TBD
- Camera Ready Art - TBD

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.

### 57<sup>th</sup> Annual Award Show Book Advertising:

#### Award Show Book Deadlines:

- Deadline for ad reservations – Friday April 1, 2011
- Camera Ready Art is due on – Friday, April 8, 2011

The **Award Show Book** is a 6-3/4" x 10" perfect bound booklet. This book showcases all of the winners from the 57<sup>th</sup> Annual Award Show. When placing an ad in the **Award Show Book** your message will be seen by more than 400 new business prospects, industry peers and new hires.

## MEMBER DIRECTORY & AWARD SHOW BOOK AD RATES & SIZES:

*Sizes are for both Member Directory and Award Show Book*

		Member Rate	Non-Member Rate
<b>Inside Front Cover/4-Color*:</b> <b>SOLD! MEM. DIR./ AS BK.</b>	(5-3/4"w. x 9"h. - no bleeds/live area) Or (with bleeds – 7-1/8"w x 10-3/8"h)	\$300.00	N/A
<b>Inside Back Cover/4-Color*:</b> <b>SOLD! MEM. DIR./AS BK.</b>	(5-3/4"w. x 9"h. - no bleeds/live area) Or (with bleeds – 7-1/8"w x 10-3/8"h)	\$300.00	N/A
<b>O/Side Back Cover/4-Color*:</b> <b>SOLD! IN MEM. DIR.</b> <b>NOT AVAILABLE AS BK.</b>	(5-3/4"w. x 9"h. - no bleeds/live area) Or (with bleeds – 7-1/8"w x 10-3/8"h)	\$300.00	N/A
<b>Centerspread-B&amp;W*:</b> <b>SOLD! IN MEM. DIR.</b> <b>NOT AVAILABLE AS BK.</b>	(12-3/4"w. x 9"h. - no bleeds)	\$300.00	\$375.00
<b>2-Page Spread-B&amp;W*:</b>	(Each Pg to be 5-3/4"w. x 9"h./ no bleeds)	\$300.00	\$375.00
<b>Full Page:</b>	(5-3/4"w. x 9"h. - no bleeds)	\$175.00	\$250.00
<b>1/2 Page:</b>	(5-3/4"w. x 4-3/8"h. - no bleeds)	\$125.00	\$175.00
<b>1/4 Page:</b>	(2-3/4"w. x 4-3/8"h - no bleeds)	\$ 75.00	\$125.00
<b>1/8 Page "Biz Card":</b> <b>NOT AVAILABLE AS BK.</b>	(2-3/4"w. x 2-1/8"h - no bleeds)	\$ 40.00	\$ 80.00

#### Inserts/Tip-Ins:

Please call to discuss your options

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

	Member Rate	Non-Member Rate
<b>2-Page BW – Both Books:</b> (Each Pg to be 5-3/4"w. x 9"h. - no bleeds) <b>Save \$150.00</b>	\$450.00	\$600.00
<b>Full Page BW – Both Books:</b> (5-3/4"w. x 9"h. - no bleeds) <b>Save \$100.00</b>	\$250.00	\$350.00
<b>1/2 Page BW – Both Books:</b> (5-3/4"w. x 4-3/8"h. - no bleeds) <b>Save \$ 50.00</b>	\$200.00	\$300.00
<b>1/4 Page BW – Both Books:</b> (2-3/4"w. x 4-3/8"h. - no bleeds) <b>Save \$ 25.00</b>	\$125.00	\$225.00

## Advertising Specifications:

Please review the requirements below. All files must meet these requirements and be 100% complete.

### 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)
- InDesign (up to CS3) (all screen and printer fonts, art included)
- Hi-Res PDF

### Size(s):

See Ad Sizes on previous pages

### Color:

4-C, Grayscale or 1-C Black Bitmap

### 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 in a folder)*
- 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)

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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:	<b>Call for Information</b>
Other:	<b>Call for Information</b>
2 Page Spread – Both Books:	
Full Page – Both Books:	
1/2 Page – Both Books::	
1/4 Page – Both Books:	
Other:	

**CC AUTHORIZATION FORMS ARE AVAILABLE ON OUR WEBSITE: YOU MAY GO TO:**

<http://www.adclubct.org/award-show/attending.php>

THEN UNDER TICKETS: YOU WILL FIND A DOWNLOAD FOR CC FORM.

**PLEASE MAIL/EMAIL THIS FORM (along with cc authorization) TO:**

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