

WBC 2012 Program Book Advertising

Reach a world-class readership.

Advertise in the program book and reach all participants at WBC 2012.

Advertising is available to exhibitors and nonexhibitors. Publication will be in late July and invoiced in July or August 2012.

BONUS: All program book advertisers will receive a complimentary mailing list of registrants in June 2012.

Important Dates

June 5, 2012 — Ad Orders Due

June 15, 2012 — Ad Materials Due

Reserve the following program book advertising:

Please indicate Bleed Non-bleed Office Use Only

Ad Size and Format \$ _____

Full Page

- Four Color \$1,950
- Black and White \$1,050

Half Page

- Vertical Horizontal
- Four Color \$1,750
- Black and White \$700

Spread Full Page Half Page

- Four Color \$2,775 \$2,500
- Black and White \$1,325 \$1,050

Special Position \$ _____

Covers

- Back Cover add \$450
- Inside Back Cover add \$250
- Inside Front Cover add \$350

Other Special Positions

- Page 1 add \$250
- Page Facing
- Table of Contents add \$250
- Other Request add \$250

Total \$ _____

Materials

The program book cover is coated one side. Balance of the book is on uncoated stock.

- Repeat our ad that ran in the:
 - Journal of the ASBC*, Issue _____ Year _____
 - MBAA Technical Quarterly*, Issue _____ Year _____
- We will send artwork.
- Our agency will send materials and insertion order.

Commission and Payment Terms: *15% commission only to recognized agencies if invoice is paid within 30 days of invoice date. Invoiced on publication date of July 2012. No cash discount. Commission is not allowed on other mechanical charges.*

FOR OFFICE USE ONLY

Accepted for WBC 2012 by _____

Date _____

List the company name and website as it should appear in the Advertiser's Index.

Company _____

Website _____

Space reservation authorized by:

Name _____

Title _____

Address _____

City/State or Province _____

Zip/Postal Code _____

Country _____

Telephone _____

Fax _____

E-mail _____

Signature _____

Agency Name _____

Address _____

City/State or Province _____

Zip/Postal Code _____

Country _____

Contact Person _____

Telephone _____

Fax _____

E-mail _____

Payment

- Invoice company Invoice ad agency

- Check made payable to WBC Advertising

(When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)

- Charge:

- VISA MasterCard American Express

Card No. _____

Expiration Date (month/year) ____ / ____

Cardholder Signature _____

Cardholder Name (please print) _____

I have read and agree to the terms and conditions. I am signing this contract as confirmation of my company's intent to place the above ad. Placing this ad makes my company responsible for the above contracted cost.

Name (printed) _____

Signature _____

Questions? Contact:

Cindy Anderson, Advertising, Exhibits, Sponsorship Director
Phone: +1.651.994.3848 • canderson@scisoc.org

Return this form to: Cindy Anderson, WBC 2012 Exhibits,
3340 Pilot Knob Road, St. Paul, MN 55121 U.S.A.
Phone: +1.651.994.3848 • Fax: +1.651.454.0766

Advertising Mechanicals

Program Book Ad Sizes

	Width	Depth
Full-page	7" (177.8mm)	10" (254mm)
Half-page vertical	3-3/8" (85.725mm)	10" (254mm)
Half-page horizontal	7" (177.8mm)	4-7/8" (123.83mm)
Full-page spread	17" (431.8mm)	11" (279.4mm)
Half-page spread	17" (431.8mm)	5.5" (139.7mm)

Bleed Pages

Bleed art must measure:

	Width	Depth
Single page	8-3/4" (222.25mm)	11-1/4" (285.75mm)
Full-page spread	17-1/4" (438.15mm)	11-1/4" (285.75mm)
Half-page spread	17-1/4" (438.15mm)	5-3/4" (146.1mm)

Keep live matter 1/4" (6.35mm) from trim size edges.

Trim Size

8-1/2" × 11" (215.9mm × 279.5mm)

Printing Methods

Offset.

Stock

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

Bindery

Perfect bound.

Printing Material

WBC urges that electronic images and files be supplied only by those experienced in electronic processing of images. Unusable files may result in publication delay and additional charges.

Electronic Files:

Medium: CD or e-mail

Platform: MacIntosh or PC

Software: Adobe InDesign CS, Illustrator CS, Photoshop CS

Graphic Files (Illustrator or Photoshop): .eps or .tif; composite PDFv1.3 (Acrobat 4.0 compatible)

Resolution: 4C – 300 dpi, Black and White – 266 dpi

- Four-color ads must be set up as CMYK (including all graphics)
- All fonts and graphics must be supplied.
- A hard copy of the ad must accompany the file. For color proofing a SWOP quality contact proof should be supplied. WBC cannot be responsible for final outcome if accurate color proof is not provided.
- Files must be set up at 100% of final output size, allowing 1/8" bleed for full-page bleed ads. Keep live matter 1/4" (6.35mm) from trim edges.

Additional Services

Any additional services required for troubleshooting or adjusting ad materials supplied in incorrect format will carry an additional charge at cost, with minimum of \$100.