

# ON-SITE PROGRAM ADVERTISING

- TRIM SIZE** 8.5" x 11"  
**LIVE AREA** 7.5" x 10"  
**BLEEDS** .25"  
**INK** Text ads – 1 PMS (to be determined by AACRAO, not advertiser)  
 Cover ads – 4cp (CMYK only)  
**FILE TYPE** Application file with all supporting fonts and links or Hi-res PDF  
**SUBMISSION** File(s) on CD (MAC or PC, either are acceptable) should be accompanied by hard copy proof for reference.

*Graphic images within the application files should meet the following guidelines:*

**Vector-based EPS**

- this is the ideal file format
- either grayscale, CMYK or PMS specified
- minimum resolution is 266 dpi with 300 dpi or above being optimal

**TIFF and JPG**

- either grayscale or CMYK
- minimum resolution is 266 dpi with 300 dpi or above being optimal

**PDF**

- the quality of reproduction will depend on how they were generated
- minimum resolution is 266 dpi with 300 dpi or above being optimal
- always best to receive the original source files rather than a PDF

**Note on RGB Color Designation**

- RGB images would be converted to CMYK and may not match the RGB colors represented.

**Note on Screen Captures**

- save as TIFF or JPG files, not as GIF files. Colors within screen images may shift when RGB colors are converted to CMYK (4c process) for printing.

When submitting native files, please be sure to include all fonts. When submitting high resolution PDFs, please be sure to embed all fonts. Without the proper fonts, unpredictable reproduction may occur.

**Please send ads to:**

**AACRAO Marketing Department**

One Dupont Circle, NW, Suite 520

Washington, D.C. 20036

Phone 202-263-0287 ■ Fax 202-822-8850

You may also e-mail your ad to [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org)

**ADVERTISING CONTRACT (AD/FILE SUBMISSION DEADLINE: FEBRUARY 21, 2014)**

AACRAO reserves the right to review and reject any advertising. This includes ads unsuitable in content: ads that discriminate according to race, gender, age, nationality, or religion; ads with erroneous information; ads that compete with AACRAO's meetings or programs; or ads that conflict with AACRAO's Professional Practices and Ethical Standards. Inappropriate ads will be returned whether or not a contract is in effect. The advertiser assumes responsibility and liability for the content of any advertising and agrees to indemnify and hold harmless AACRAO from any claims against it arising from the advertisement. AACRAO reserves the right to insert the word "Advertisement" below all ads, and in the case of ads on the back cover, AACRAO may use the bottom portion for address labels. The advertiser or agency must forward all materials to AACRAO in accordance with the deadlines provided, or as agreed with the AACRAO representative. In signing, the advertiser or authorized agency agrees to abide by the terms and conditions of the general advertising policies as stated.

Advertiser (or Advertising Agency) \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**INSTRUCTIONS:** Please complete the application and keep a copy of the form. MAIL the form with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297. You may also fax credit card information or request an invoice by faxing the forms to (202) 822-8850.

**ALL ADS ARE 8.5" X 11"**

**COST**

- Inside front cover (four color only) \$3,100
- Inside back cover (four color only) \$2,800
- Outside back cover (four color only) \$3,500
- Full page (black and white) \$2,000

Amount Due \$ \_\_\_\_\_ Payment due by January 31, 2014.

- Send Invoice
- Check  Enclosed or  Forthcoming
- (Please make check payable to AACRAO)

- Credit Card (please check)  Visa  MasterCard  AMEX

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as shown on Credit Card \_\_\_\_\_

*We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.*

Signature \_\_\_\_\_ Date \_\_\_\_\_