

NEWSFLASH !!!

We are happy and excited to announce a new format for our conference & trade show program!

Our professionally bound spiral notebook is sure to be a winner for those using it and advertising in it. Eight full color tabs, made from stronger, heavier paper with advertising opportunities/space will separate the different categories of all the seminars, events and activities of the week **AND** for an added convenience, we will have a Buyers Guide (also with available ad spots) at the back of the book. Handouts from the various presentations and seminars will be included, along with areas/blank spaces for note taking. The guide will also include information (attractions, restaurants, etc.) about the surrounding area of St. Augustine.

As a more complete and stronger book, it will serve not only as a reference guide for the 2008 Convention, but as a tool for your office or facility to be used all year long.

Attached is an advertising price sheet for your convenience. The deadline for advertising is **June 1, 2008**.

CONFERENCE REFERENCE GUIDE AD INSERTION ORDER

2008 FALA CONFERENCE & TRADE SHOW

Date: _____

Contact: _____

Company: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Ad Size:

- | | |
|--|-----------------------|
| <input type="checkbox"/> Inside Front Cover (8.375" wide x 10.875" tall) | \$3,000 - SOLD |
| <input type="checkbox"/> Outside Back Cover (8.375" wide x 10.875" tall) | \$2,500 |
| <input type="checkbox"/> Inside Back Cover (8.375" wide x 10.875" tall) | \$2,000 |
| <input type="checkbox"/> Full Page Tab (8.375" wide x 10.875" tall) | \$1,500 |
| <input type="checkbox"/> ½ Page Tab-Vertical (3.375" wide x 9.5" tall) | \$800 |
| <input type="checkbox"/> ½ Page Tab-Horizontal (7" wide x 4.625" tall) | \$800 |
| <input type="checkbox"/> ¼ Page Tab-(3.375" wide x 4.625" tall) | \$450 |

For Buyers Guide

- | | |
|--|-------|
| <input type="checkbox"/> Full Page (8.375" wide x 10.875" tall) | \$800 |
| <input type="checkbox"/> ½ Page-Vertical (3.375" wide x 9.5" tall) | \$500 |
| <input type="checkbox"/> ½ Page-Horizontal (7" wide x 4.625" tall) | \$500 |
| <input type="checkbox"/> ¼ Page- (3.375" wide x 4.625" tall) | \$300 |
| <input type="checkbox"/> Business Card Ad-(3.375" x 2" tall) | \$150 |

Format Requirements:

Ads will be accepted in digital format only. Ads not conforming to specs will be returned.

Mechanical Requirements:

Borders: All ads must be inside the cropped area by 1/8".

Media: Zip disk (max 250 mb), CD-ROM and DVD (email is preferred)

Application Format: High resolution PDF only

Color: All color images, logos and scans must be in CMYK or Grayscale mode, no RGB.

Payment Information: Check Visa MasterCard American Express Amount _____

Card #: _____ Exp. Date: _____

Name: _____

Signature: _____

Advertiser agrees to supply the ad copy (in digital format) and is responsible for the content. Payment may be made by check or credit card. FALA reserves the right to refuse any advertisement that is deemed inappropriate for publication in the conference program.

FALA
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