

CONFERENCE REFERENCE GUIDE AD INSERTION ORDER

2009 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) SOLD | \$3,000 |
| <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.

All Ad Copy and Payments are due prior to July 1, 2009

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.