

# AZA 2011 Annual Conference

ATLANTA • September 12-17, 2011

## ADVERTISING RATES

Conference Program Book			
<i>Ad Format</i>	<i>Artwork Size</i>	<i>Price and Color Options</i>	
Front or Back Inside Cover	8.5" x 11"	\$3,250 / 4-Color only	
Full Page	8.5" x 11"	\$2,000 4-Color	\$1,500 B&W
1/2 Page Horizontal	7.5" x 4.5"	\$1,000 4-Color	\$750 B&W
1/2 Page Vertical	3.5" x 9.5"		

At-A-Glance Booklet		
<i>Ad Format</i>	<i>Artwork Size</i>	<i>Price (B&amp;W Only)</i>
Back Cover	3" x 4"	\$1,250
Front or Back Inside Cover	3" x 4"	\$1,000
Full Page	3" x 4"	\$750
1/2 Page	3" x 2"	\$500

\*Above rates are for Association Members only. Contact AZA for nonmember or special Exhibitor rates.

### Ad Specifications

- Programs: QuarkXPress, Adobe Illustrator or Photoshop (up to version 9.0)
- If possible, please convert Mac files to PC-compatible PDF or EPS files.
- All graphics should be EPS, TIFF or PDF files (hi-res JPEG acceptable if file is being e-mailed). Word, PowerPoint, and MS Publisher files are not acceptable. Photos must be scanned or shot on a digital camera at a minimum of 300 dpi. Line art must be at least 600 dpi.
- Submit all fonts (both screen and printer) that were used to create your ad in Quark; Illustrator files should have fonts outlined and images embedded.
- Color Space: All color ads must be designed in CMYK. RGB colors in the document must be converted to CMYK before submission. PMS spot colors are unacceptable unless converted to process color equivalent.

### Key Dates

- Ad Sales Open: early Spring, 2011
- Space Reservations: July 15, 2011
- Artwork Delivery: August 1, 2011
- Payment: August 15, 2011

### Questions?

Contact AZA Marketing Manager, Muri Dueppen,  
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