

# IAAO 2017 CONFERENCE PROGRAM

## Ad Selection and Marketing Fees

### **NEW LARGER SIZE FOR 2017 – 8.5"x11"**

All exhibitors get ¼ page color ad complimentary; upgrade to larger ad and only pay the difference in cost.

* Back cover (8.5"x 11" with bleed).....	(Reserved for Premier-level sponsor)
* Inside back cover (8.5"x 11" with bleed) .....	(Reserved for Diamond-level sponsor)
Inside front cover (8.5"x 11" with bleed) .....	\$1,500
Inside 2 page spread (17"x 11" with bleed).....	\$2,000
Full page (8.5"x 11" with bleed) .....	\$1,000
½ page (7.5"x 4.75" no bleed) .....	\$500
¼ page (3.5"x 4.75" no bleed) .....	\$250

\*Available until June 9th, 2017, unless previously sold.

### Advertising requirements:

- Send logo in PDF or EPS format. Logo with a transparent background is preferred. Logo may also be submitted in JPEG format: resolution of 600-1,200 pixels per inch.
- All advertisements must be EPS or JPG files with a minimum resulting resolution of 300 DPI. Adobe PDF format using print quality specification is preferred.

**Questions: For answers to advertising questions, please contact Leann Ritter at [ritter@iaao.org](mailto:ritter@iaao.org) or 816-701-8161.**