

Open your business to a \$400 billion market... advertise in the NACUBO 2010 Annual Meeting Program and Exhibit Guide.

This comprehensive, four-color guide enables readers to discover educational programs, special events, program sponsors, exhibitors and social events. More than 1,200 decision makers rely on this guide to plan for sessions, breakouts, exhibitor meetings, future purchases, and more.

2010 PROGRAM AD RATES

	B/W	Color
Full Page	\$4,400	\$5,400
Half Page	\$3,400	\$4,400
Quarter Page	\$2,100	\$3,200
Premium Positions	\$5,000	\$6,000

MATERIAL SIZES

Program trim size	8 ³ / ₈ " x 10 ⁷ / ₈ "
Full page (non-bleed)	7 ¹ / ₈ " x 9 ⁵ / ₈ "
Half page horizontal	7 ¹ / ₈ " x 4 ⁵ / ₈ "
Half page vertical	3 ³ / ₈ " x 9 ⁵ / ₈ "
Quarter page	3 ³ / ₈ " x 4 ⁵ / ₈ "
Full bleed page	8 ⁵ / ₈ " x 11 ¹ / ₈ "

DEADLINES

Deadline for ad reservation: April 15
Deadline for ad materials: May 15

DISCOUNTS

Agency Discount—15% discount to qualified agencies.

Business Officer magazine—Advertising in the Program Guide will count toward frequency discounts in *Business Officer* magazine during the same calendar year.

Special Discount for Exhibitors—Advertise in the Program and the July/August issue of *Business Officer* magazine, and receive a 10% discount on both ads! Advertise in the Program, and the April, July/August & September issues of the magazine, and receive a 15% discount on the four ads!

GENERAL POLICY

The advertiser assumes liability for the content of all advertising printed, and also assumes responsibility for any claims arising therefrom made against the publisher. All advertising is subject to approval of the publisher. Individuals or organizations not known to NACUBO may be asked to pay in advance for the first insertion of an advertisement. Cancellation of and changes to space reservations must be received in writing prior to the published space reservation deadlines.

Alterations to materials must be received prior to published materials deadlines.

NACUBO reserves the unrestricted right to reject any advertising at any time. Failure to publish an advertisement invalidates the order only for that insertion but does not constitute a breach of contract.

All positions other than premium ones are given on a space-available basis. Position requests will be filled to the greatest extent possible, but cannot be guaranteed except for cover and paid premium positions.

PRINT SPECIFICATIONS

Four-color process, full bleed

PREFERRED MATERIAL

Digital submissions on disk with color match proof.

SOFTWARE

- High-resolution PDF (PDF/X4) is preferred.
- QuarkXpress
- InDesign
- Illustrator (with type converted to outlines, saved as EPS and with all linked files)
- Freehand (with type converted to paths, saved as EPS and with all linked files)
- Photoshop (saved as TIFF or EPS)
- Other applications (e.g., PowerPoint, Publisher, Word) are unacceptable.

“The attendees’ most useful tool for planning their schedules.”

“By far the best meeting I attended...
Consistently the most professional venue.”

-A PAST NACUBO ANNUAL MEETING ATTENDEE

FONTS

- Supply all printer and screen fonts, including fonts embedded in art files.
- PC files may be submitted.
- Pseudo-type commands should not be used (i.e., if italics are desired, then the italic version of the font should be used, not the italic style).

COMPATIBLE MEDIA

Mac/PC Formatted

- CD-R (preferred)
- CD-RW
- DVD

WHAT TO SEND ON YOUR DISK

- The file of the ad (e.g., QuarkXpress file).
- Any support files that are incorporated into your ad (e.g., logo scans, images).
- The screen and printer fonts used in your ad. Fonts still need to be included even if the ad is saved as an EPS file. Look closely for any EPS files embedded within your ad (e.g., a logo) that may use fonts, and include those as well. When using Multiple Master fonts, the entire family of fonts must be included regardless of whether or not all the versions are used in the ad. Variations caused by font substitutions due to fonts not being sent or converted as appropriate are the responsibility of the advertiser.

WHAT TO SEND WITH THE DISK

- The most recent hard-copy printout of the ad, specifying which software program and platform was used in creation of your ad (e.g., InDesign/Mac or QuarkXpress/PC).
- A B/W composite and color-separated laser proof should also be provided with color ads. If your ad contains four-color scanned images or builds of three or more colors, provide a laminated or high-end digital color proof (Iris or Approval). We are not responsible for shifts in color due to differences between the file and the proof. If an acceptable color proof is not supplied, a charge may be necessary in order to make one from your file.



SEND ALL INSERTION ORDERS, MATERIALS, AND INSTRUCTIONS TO:

Advertising Sales Representative
NACUBO
1110 Vermont Ave., NW, Suite 800
Washington, DC 20005

Phone: 202.861.2513
Fax: 202.449.1243

E-mail: advertising@nacubo.org
URL: www.nacubo.org