

Advertise in the Onsite Program

AAPT Summer Meeting ▾ University of Alberta ▾ Edmonton, AB ▾ July 19–23, 2008

Advertising in our program guide is a great way to increase visibility at the meeting. Direct traffic to your booth, commercial workshop or special event with an ad or expand your visibility by sponsoring the Onsite Program. Ad must be submitted by May 31.

Sponsorship

Cost – \$4000

The exclusive sponsor of the Onsite Program will receive the following

- 8 X 10 exhibit booth space.
- A workshop or demonstration time slot during conference.
- A full page 4-color ad on Cover 4 of the program guide.
- Company name and logo displayed throughout the guide itself.
- Company name and logo on our sponsorship posters throughout the meeting.
- Use of the AAPT brochure table for distribution of brochures or promotional material.
- Name and logo on our website with a link to your website.

Ad Sizes and Prices

Size	Dimensions	Price	Upgrade Your Workshop Ad
¼ page	Vertical: 3.25" (w) x 4.5" (h)	\$200	Free
½ page	Vertical: 3.25" x 9" Horizontal: 7" x 4.5"	\$300	\$100
Full Page	Non-bleed: 7"(w) x 10"(h) Bleed: 8.25" x 11"	\$420	\$220
Cover 2	Non-bleed: 7"(w) x 10"(h) Bleed: 8.25" x 11"	\$550	\$350

Color and Position Rates:

Color is only available on Cover 4 which is reserved for the program sponsor.

Preferred material:

Electronic PDF files, accompanied by a hard-copy proof. **Please call the Meetings Department (301-209-3340) in advance for specific information on saving PDF files for print.**

Acceptable material:

InDesign CS, Quark for PC files, version 4.x; Illustrator EPS for PC (v. CS or lower); Photoshop for PC (v. CS or lower). All digital copy must include appropriate font and graphics files, and must be accompanied by a hard-copy proof. Please note: Publisher will not be held liable for reflow or font substitution changes that may occur when non-postscript files are submitted.

Supplied four-color specifications:

Electronic EPS or PDF files, set up with a 175-line screen and accompanied by progressive proofs, matchprints, or chromalins to SWOP standards. Files should be submitted as composites, not separated prior to submission.

Unacceptable material:

PDFs or other electronic files created from MS Word, Excel or PowerPoint; laser prints that are less than 600 dpi; "photo-quality" ink-jet prints.

Submission instructions:

Ads may be submitted on CD or PC-formatted Zip disk to: Lissa Reynolds, AAPT Production & Ad Traffic Manager, One Physics Ellipse, College Park, MD 20740-3845. Digital files under 2 MB can be emailed to: mlapps@aapt.org.