

# Advertising info/contract

Advertising in the official Conference & Expo Program is another way for your company to receive recognition.

## 1. Space.

Dimensions for a full-page ad: 7.5" w x 10" h  
Dimensions for a 1/2 page ad: 7.5" w x 5" h, horizontal or vertical  
Dimensions for a 1/4-page ad: 3.5" w x 4.5" h

## 2. Specifications.

**Colors:** Black ink included in base rate. Additional colors per page or fraction are \$225.00 each. Four color process - additional \$600.00.

**Mechanical Requirements.** All digital files must be a least 300 dpi, i.e., placed photos, logos. A high resolution PDF is preferred. Digital files prepared in Macintosh platform preferred, although some PC-based files can be accepted. Programs include: QuarkXPress, Adobe Photoshop, Adobe Illustrator, PageMaker, InDesign and Freehand.

Four-color images should be in CMYK format. Bleeds available. Trim size is 8.5" x 11". Add a quarter inch beyond trim size for all sides that bleed.

Email your high resolution PDF to [wjta-imca@wjta.org](mailto:wjta-imca@wjta.org). Include any fonts and links that were used in creating the advertisement.

**3. Advertising Copy.** All advertising copy shall be furnished camera-ready by the Advertiser and is subject to approval of the WJTA. All copy should be sent to the WJTA, 906 Olive Street, Suite 1200, Saint Louis, Missouri 63101-1448, [wjta-imca@wjta.org](mailto:wjta-imca@wjta.org). If advertising copy does not conform to WJTA's stated dimensions, WJTA reserves the right to alter or revise layout. All camera-ready copy must be delivered to WJTA no later than Monday, **August 20, 2019**.

**4. Liability.** Advertiser or Agency warrants that it is authorized and entitled to advertise the business, application or product represented in the advertising copy furnished and agrees to indemnify WJTA against all claims, damages, demands, or liability whatsoever arising out of or in any way caused by or connected with the printing or publication of the advertising copy furnished by Advertiser or Agency.

**5. Cancellations** must be made in writing. No cancellation will be accepted after August 1, 2019. Orders for cover positions are non-cancellable.

**6. Payments** for advertising space are due no later than August 31, 2019. Payment can be made by check payable to the WJTA Conference/Expo (U.S. Dollars ONLY) or by credit card.

## Sponsorship Opportunities

- Platinum Level:**  
\$10,000 or more in contributions.....\$ \_\_\_\_\_
- Gold Level:**  
\$5,000 or more in contributions. ....\$ \_\_\_\_\_
- Silver Level:**  
\$2,500 or more in contributions. ....\$ \_\_\_\_\_
- Bronze Level:**  
\$1,000 or more in contributions. ....\$ \_\_\_\_\_

## Conference/Expo Program Advertising/Upgrade Only

### Space/Insert Rate

- Full Page - \$415 .....\$ \_\_\_\_\_
- 1/2 Page - \$279 .....\$ \_\_\_\_\_
- 1/4 Page - \$160 .....\$ \_\_\_\_\_
- Inside Front, Full Page - \$682 .....\$ \_\_\_\_\_
- Inside Back, Full Page - \$577 .....\$ \_\_\_\_\_
- Outside Back, Full Page - \$829 .....\$ \_\_\_\_\_
- Color:** \$225 per each additional color, \$600 for four-color process per advertisement .....\$ \_\_\_\_\_

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

### Payment Method:

Check, payable to **WJTA Conference/Expo** (U.S. DOLLARS ONLY),  MasterCard  VISA  AMEX  Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC \_\_\_\_\_

\_\_\_\_\_  
Print name as it appears on card

\_\_\_\_\_  
Cardholder's signature

**IMPORTANT:** I understand and agree to the conditions that are stated under Promotional Opportunities.

Authorized Signature \_\_\_\_\_