



# Pediatric Academic Societies' Annual Meeting

American Pediatric Society ~ Society for Pediatric Research ~  
Ambulatory Pediatric Association ~ American Academy of Pediatrics

May 14 – 17, 2005 ~ Washington, DC

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## ADVERTISING OPPORTUNITIES

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Increase your company's exposure by placing a full page ad in the PAS Program Guide which distributes to over 6,000 meeting attendees.

### **COVER – Full Page, 4 color**

Inside Back Cover \$4,000

~~Outside Back Cover \$5,000~~

### **INTERIOR PAGE – Full Page, Black & White**

Front Section \$1,500

Back Section \$1,000

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### AD DIMENSIONS

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Full Page (Bleed) 8 ¾" x 11 ¼"

Full Page (No Bleed) 7 ½" x 10"

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### MECHANICAL SPECIFICATIONS

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Ads must be produced in Macintosh based or compatible programs. We prefer files to be in EPS format—created in Illustrator, FreeHand or Photoshop—with all type converted to paths (or outlines). Ads can be submitted in QuarkXpress for the Mac, with all fonts and linked images included. We will accept ads produced in PC based programs (such as Corel Draw) if saved in EPS format and all type converted to paths. We will accept PDF files created using Adobe Distiller. PDF files must be CMYK (not RGB) with all fonts embedded and be press ready.

Photos submitted electronically must be 300 dpi at the size to be printed or larger.

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### ACCEPTED MEDIA

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CD, DVD, 100 MB Zip Cartridge or electronic file. Ads under 2 MB in size may be emailed to: [lori@championsprinting.com](mailto:lori@championsprinting.com). Please indicate PAS Ad in the subject line. A hard copy print out is required with all electronic ads.

All media must be received by Champions Printing & Publishing no later than March 7, 2005.

*For any questions regarding these specifications, please call: Lori Short, Creative Director, Champions Printing & Publishing, Inc. at 281-583-7661. Please be sure to reference the PAS Annual Meeting during all communications with the publisher.*