



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

## Advertising Guidelines

May 2-5 • Baltimore, Maryland

Commitment Deadline: January 16, 2009 • Payment Deadline: February 16, 2009 • Media Receipt Deadline: March 2, 2009

### Ad Placement

Cover – Full Page, 4 color process	Interior Page – Full Page, 4 color process
Inside Back Cover           \$6,000	Front Section           \$5,000
Outside Back Cover         \$11,000	Back Section           \$4,000

### Ad Dimensions

Full Page (Bleed): 8 ¾ x 11 ¼   Trim size: 8 ½ x 11

Full Page (No Bleed): 7 ½ x 10

### Mechanical Specifications

Ads must be produced in Macintosh based or compatible programs. . We will accept print-quality PDF files created using Adobe Distiller. PDF files must be CMYK (not RGB) with all fonts embedded and be press ready.

We can accept files in EPS format – created in an Adobe CS program - Illustrator, InDesign or Photoshop – with all type converted to paths (or outlines). We will accept ads produced in PC based programs (such as Corel Draw) if saved in EPS format and all type converted to paths.

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

### Accepted Media

CD or DVD. Mail disk and hard copy to: Lori Short, Champions Printing and Publishing, 6608 FM 1960 West, Suite G, Houston, TX 77069. 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 2, 2009

Application form and guidelines are on the PAS Website: [www.pas-meeting.org](http://www.pas-meeting.org)

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.