

Advertising Insertion Order



Ads in the TechEd 2008 Program Guide will reach thousands of education decision makers and promises to be an indispensable resource attendees will use long after the event is over! The TechEd 2008 Program Guide provides an important navigational tool helping attendees to locate sessions, special celebrations, activities, and the exhibit hall! **Advertising in the conference program guide increases your booth traffic and product exposure!** If you have not already taken advantage of this great opportunity to have your company's information in the hands of education technology decision makers, please complete the insertion order below and fax to (916) 922-2346 by **March 7, 2008**. Ad files must be received according to the specifications below no later than **March 14, 2008**. Please contact your representative for extension requests.

Company Name: _____ Company Contact: _____
 Phone: (____) _____ E-mail: _____
 Address: _____ City: _____ State: ____ Zip: _____
 Designer Contact: _____ Phone: (____) _____

ADVERTISING RATES AND SIZES

Size	Width	Height	Black	Black + PMS 540	Full-color w/ bleeds
Full-page	7.75"	10.25"	\$750	\$800	\$1,300
Half-page Horizontal	7.75"	5"	\$500	\$550	---
Half-page Vertical	3.75"	10.25"	\$500	\$550	---
Quarter page	3.75"	5"	\$325	\$375	---
Inside Back Cover	8.5"	11"	---	---	\$1,400
Back Cover	8.5"	11"	---	---	\$2,000
Inside Front Cover	8.5"	11"	---	---	\$1,500
Center Spread	17"	11"	---	---	\$2,400
ROP Double Truck	17"	11"	\$1,400	\$1,500	\$2,200*

* Based upon availability.

Additional full color ads accepted upon availability. Event Sponsors receive priority ad placement.

PAYMENT INFORMATION (FILL THIS OUT ONLY IF YOU HAVE NOT ALREADY DONE SO WITH YOUR ORIGINAL CONTRACT)

Check #: _____ Attached/Amount: \$ _____

(Make check payable to The Community College Foundation)

Credit Card Information:

Credit card payments will appear on your monthly statement as charged by "The Community College Foundation."

Visa MasterCard American Express Card #: _____ Exp.: ____/____

Name as on card: _____ Auth. Signature: _____

AD SPECIFICATIONS

Acceptable File Types:

Illustrator EPS (with all fonts outlined/converted to vector), Photoshop EPS, TIFF, are preferred. High-resolution (press-ready) PDF, or high-res JPG are acceptable but not preferred. **NO** MS Word, PowerPoint or Publisher files, please! For questions regarding ad specifications please email mbreaky@TechEdEvents.org

Accepted Mediums:

CD Rom or Emailed files are preferred. FTP options are available.

Resolution: Minimum 300 dpi

DEADLINES: Space reservations & payment by February 22, 2008 and ad materials by March 1, 2008.



For more information, contact:

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