



## EVENT PROGRAM BOOK ADVERTISING APPLICATION

Cover Space Reservation Deadline: **Monday, May 3, 2010**

Space Reservation Deadline: **Friday, May 21, 2010**

Copy due for approval: **Friday, June 4, 2010**

Final Materials Due: **Monday, June 21, 2010**

### I. Advertiser Contact Information

\*Attach completed General Contact form.

Please provide the information for the contact person who will be representing the Exhibiting Company regarding advertising. Please Print

EXHIBITOR NAME	BOOTH NUMBER, IF KNOWN	
BILLING NAME	(If different than Exhibitor Name)	
BILLING ADDRESS		
BILLING ADDRESS (BUILDING, SUITE, ROOM NUMBER)		
BILLING CITY, STATE, COUNTRY, ZIP CODE + 4		
CONTACT	TELEPHONE (AREA CODE, DIRECT LINE AND/OR EXTENSION)	FAX
EMAIL	WEBSITE	

Check here if you advertised in the 2009 Event Program Guide.

### II. Advertisement: Sizes and Fees

Quantity	Ad Type	Price	Total
	*Back cover	\$12,000	
	*Inside front cover	\$10,000	
	Front Tab	\$8,000	
	Back tab	\$8,000	
	*Inside back cover	\$7,500	
	Full page (not inner tab)	\$5,250	
	Half page horizontal	\$3,500	
	* Enhanced Listing (includes up to 50 words of text in addition to listing Advertiser information.)	\$525	

\*Note the early space reservation date for the covers, May 3, 2010.

**\*\*Wording for Enhanced Listing:**

Please submit wording for listing, typed, on a separate sheet, and submit with application. Also, send the document to, via e-mail, to Gregoria Tomey, [gtomey@aarp.org](mailto:gtomey@aarp.org).

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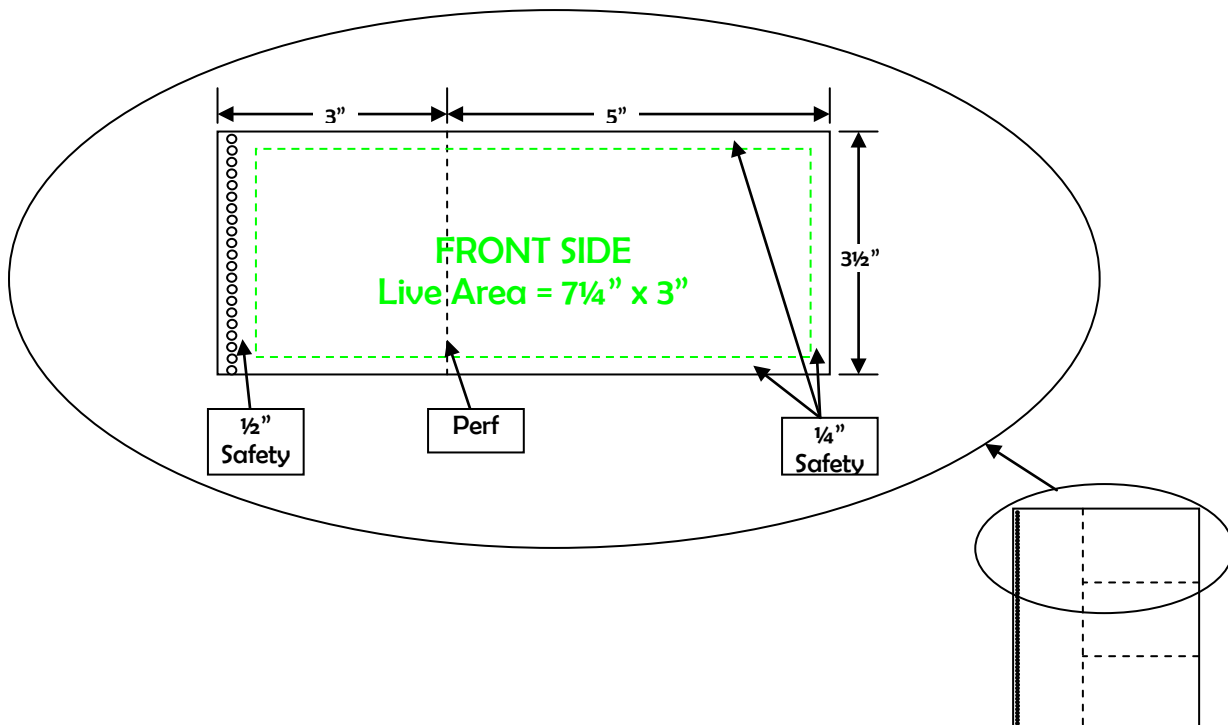
### III. AD SPECIFICATIONS

#### Specifications

Unit Size	Non-Bleed	Bleed Ads		
		Overall size	Trim	Live Area
Full Page tab or text page	7¼" x 9¾"	8¼" x 10¾"	8" x 10½"	7¼" x 9¾"
1/2 pg Vertical	3½" x 9¾"	4½" x 10¾"	3⅞" x 10½"	3½" x 9¾"
1/2 pg Horizontal	7¼" x 4¾"	8¼" x 5⅞"	8" x 5⅞"	7¼" x 4⅞"
<b>COVERS</b> inside front, inside back, or back	7¾" x 9¾"	8¾" x 10¾"	8½" x 10½"	7¾" x 9¾"

#### Coupon Page Specs and Diagram

Coupon Unit (see diagram)	
Overall size	8" x 3½"
Overall Live area	7¼" x 3"
Tear Out	5" x 3½"
Stub	3" x 3½"
<b>Safety</b>	
Bind	½"
Face	¼"
Top	¼"
Bottom	¼"
Bleed	add ⅛" to trim sizes





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### IV. Digital Material Requirements

#### Digital Data

Native application files—QuarkXPress™, Adobe InDesign™, Photoshop™, Illustrator™—with supporting files, are preferred formats. PDF/X-1a is also acceptable. PC platform, and other file formats may also be acceptable—please call Production Department for more details. Adobe InDesign™ or QuarkXPress™ 5.0 or later is preferred for page layout. When sending Quark® documents, “Collect for Output,” including all fonts. When sending InDesign™ documents, “Package”, including all fonts.

4/C images must be in CMYK mode, TIFF or EPS format. PMS (Pantone®) colors must be converted to CMYK values. Image resolution of 254-304 dpi is recommended. Logos and other design elements should be Illustrator .eps files. If any elements are scanned (bitmaps), they must be 600 dpi or higher. Do not exceed 320% in four-color density. B&W and/or duotones may be TIFF, and logos may be either TIFF or EPS. B&W images should be grayscale mode. Do not nest EPS files in other EPS files. Supply all fonts and screen fonts with the file.

#### Format and hard copy materials

We must have the hi-res PDF (PDF X/1a) and the TIFF on a disk; in addition, please send two digital proofs on 60lb. Monterey Gloss or equivalent. A Kodak Approval digital proof is recommended and preferred on 60lb. Monterey Gloss stock for digital files. Commercial and catalog receptors or low-gain proofs are unacceptable, and the publisher is not responsible for variation or color shifts due to stock differences. All inks and toners must be GAA/SWOP® standard. All proofs must contain GAA/SWOP® proofing patches.

### V. Delivery Instructions and Deadlines for Ad Copy

- 1) Fax ad space Reservation by: **May 21, 2010** to 202 434 7681.
- 2) E-mail the ad for approval to Gregoria Tomey, [gtomey@aarpp.org](mailto:gtomey@aarpp.org) by **June 4, 2010**.
- 3) Upon approval notification, send FINAL version, two 2 print copies and a disc, for receipt no later than **June 21, 2010** to:

Gregoria Tomey | AARP EVENTS/ Sponsorships & Exhibits  
601 E. Street, NW | A7-128 | Washington, DC, 20049  
Phone: 202-434-2662 Fax: 202-434-7681

#### Enhanced listing:

- 1) Fax ad space Reservation by **May 21, 2010** to 202 434 7681.
- 2) Send the copy for approval, via e-mail, to Gregoria Tomey, [gtomey@aarpp.org](mailto:gtomey@aarpp.org) by **June 4, 2010**.



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### VI. Submitting the Application

Please sign and return this application to:

AARP Events | Gregoria Tomey

601 E. Street, NW | Washington, DC 20049

Phone: 202-434-2662 | Fax: 202-434-7681

<b>Company</b>	
<b>Authorized Signature:</b>	<b>Date:</b>
<b>Name of Title: (Please Print)</b>	