

Annual Meeting Advertising

Please send this completed form to communications@apsanet.org

Ad Type 1 – Conference Program Book Ad

Raise your visibility in the conference program! In an effort to incorporate our theme and integrate technology into our event, we are offering attendees a conference mobile app, in addition to the print program. All attendees will have the option when registering to receive a hard copy or an electronic PDF copy of the program. The electronic copy will be available to all attendees, even those who opted for the hard copy program book on-site, and will be included on the website in advance of the conference, putting your ad in front of the attendees earlier. The pricing below will get your ad in both the hard copy program book and the electronic copy – giving your ad more exposure and visibility than before.

Size	Price
Half Page	\$900
Full Page	\$1250
Cover II (Inside Front Cover) – 1 Available	\$1800
Cover III (Inside Back Cover) – 1 Available	\$2000
Cover IV (Back Cover in Color) – 1 Available	\$2200

Print Ad Requirements:

Full Page – 7 3/16" x 9 3/4"

Half Page (horz) – 7 3/16" x 4 3/4"

Half Page (vert) – 3 5/8" x 9 3/4"

Pages are printed in grayscale. Please email the ad in a high-resolution PDF with all fonts and images embedded. All images contained within should be high-resolution and adjusted to 85% shadow dot. ***Camera ready copy is due June 5, 2018.***

Ad Type 2 – Rotating Online Banner Ad (Limited quantity and early deadline)

Annual Meeting participants visit our website to access the online program, register, and make travel arrangements. Rotating ads will be available on the site from June through September. All ads must be received by Friday, May 25, 2018, in order to be included in the rotating banner ads.

	Price
125 pixels width by 1000 pixels height	\$1,500

Online Ad Requirements:

Images need to be web-optimized, a reasonable file size, and meet the pixel dimensions for your purchased banner size. Images should be non-animated GIF or JPEG file formats. A website address for the ad hyperlink will be needed.

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Ad Type 3 – Logo Package

Increase the visibility of your online listing, your program listing, and your mobile app listing by adding a logo package. This will include your logo and a brief description in each of these three places for \$250.

Ad Type 4 – eNewsletter

The eNewsletter is distributed to more than 12,000 members. There is a special discounted rate for conference exhibitors and sponsors. Contact communications@apsanet.org for more information on this opportunity.

Reservation Form

Company Information:

Advertising Company: _____

Contact Name: _____ Contact Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Order Summary:

Check the ad(s) you are interested in purchasing and enter the quantity in the blank next to it:

- _____ Half Page Program Book Ad (\$900)
- _____ Full Page Program Book Ad (\$1250)
- _____ Cover II (Inside Front Cover) (\$1800)
- _____ Cover III (Inside Back Cover) (\$2000)
- _____ Cover IV (Back Cover in Color) (\$2200)
- _____ Online Ad (\$1500)
- _____ Logo Package (\$250)

Total Investment: _____

Payment:

Upon receipt of the reservation form, an invoice will be generated and emailed to you. Payment will be due within 30 days of receipt of the invoice, and it can be made online with a credit card by logging into www.apsanet.org or by sending a check to APSA; 1527 New Hampshire, Ave., NW; Washington, DC 220036.

Please send this completed form to communications@apsanet.org or by fax to 202-483-2657.