

### Dimensions and Format

- Please note that all advertising costs are non-commissionable.
- Sizes of ads are shown at right. The final trimmed page size is 10.875" high by 8.125" wide. Please refer to the chart for live image area. No image will be printed past the live image area. Full-page ads are 6.875" high by 9.875" wide; half-page ads are 6.875" wide by 4.75" high.

### Artwork Submission Guidelines

Please refer to the guidelines below to make submission of your advertisement as smooth as possible:

- Ads are **black and white** only
- Advertising materials may be submitted digitally on zip disk, CD, or e-mail attachment in either PC or Mac format. Programs accepted are Page Maker, InDesign, Quark, FreeHand, and Illustrator. Please include all linked graphics and typefaces.
- Advertisements may also be sent as high resolution (300 dpi) PDF files. Please set your options to include all fonts and make sure no crop marks are seen.
- A laserprint/photocopy must be submitted to be used as a proof.

#### Full Page

Live Image Area:  
6.875W x 9.875H

Bleed Size:  
8.125W x 10.875H

#### Half Page

Live Image Area:  
6.875W x 4.75H

Bleed Size:  
8.125W x 5.25H

### Important Note:

Ads cannot be canceled. No refunds will be issued. Any deviations from specifications may compromise the quality of the advertisement and result in increased costs. Please call Exhibit Management with any questions at 1.541.346.3537.

# Exhibit Guide Addendum Advertising Application & Rates

## Instructions

- **By May 23, 2008**

Complete, sign, and send this application to:  
NECC 2008 Exhibit Guide Addendum Advertising  
175 W. Broadway, Suite 300  
Eugene, OR 97401-3003  
Phone: 1.541.346.3537, Fax: 1.541.346.3509  
E-mail: [necce Exhibitorcomm@iste.org](mailto:necce Exhibitorcomm@iste.org)

- **By May 26, 2008**

Submit artwork (as described under mechanical requirements) and appropriate payment to above name and address. Checks are payable to ISTE.

\*Avoid rush charges! Submit advertisements by May 26, 2008. If artwork is submitted after deadline, advertiser accepts rush charges.

## Rates

Below are rates for advertising in the NECC 2008 Exhibit Guide Addendum. Price reflects total cost of advertising (less any rush charges if applicable). Rates are non-commissionable. Please indicate your choice.

POSITION	B & W ONLY
Outside Back Cover	<input type="checkbox"/> \$1,350
Inside Front Cover	<input type="checkbox"/> \$1,350
Inside Back Cover	<input type="checkbox"/> \$1,170
Full Page	<input type="checkbox"/> \$950
Half Page	<input type="checkbox"/> \$650

**Note:**

Ads cannot be cancelled. No refunds will be issued.

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COMPANY

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ADDRESS

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CITY

STATE

ZIP CODE

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PHONE

FAX

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CONTACT NAME AND SIGNATURE

E-MAIL