



ADVERTISING INFORMATION
Annual Meetings 2011
San Francisco, CA • November 19–22



COMPANY NAME (TO BE LISTED IN PROGRAM)		AGENCY (IF APPLICABLE)	
ADDRESS		ADDRESS	
CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY		CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY	
TELEPHONE		TELEPHONE	
FAX		FAX	
EMAIL		EMAIL	
CONTACT		CONTACT	
SIGNATURE		SIGNATURE	
DATE		DATE	
<input type="checkbox"/> SEND ALL CORRESPONDENCE TO THIS ADDRESS		<input type="checkbox"/> SEND ALL CORRESPONDENCE TO THIS ADDRESS	

OPPORTUNITY	ADVERTISEMENT	RATE		NUMBER OF PAGES		TOTAL
PRE-CONFERENCE PROGRAM	FULL PAGE	\$1500	x		=	\$
ADS PLACED IN BOTH AAR AND SBL PROGRAM	HALF PAGE	\$1000	x		=	\$
	INSIDE FRONT COVER	\$2000	x		=	\$
	INSIDE BACK COVER	\$2000	x		=	\$
	OUTSIDE BACK COVER	\$2200	x		=	\$
	AAR OR SBL ONLY	+\$100	x		=	\$
ONSITE PROGRAM	FULL PAGE	\$1250	x		=	\$
ADS PLACED IN BOTH AAR AND SBL PROGRAM	HALF PAGE	\$800	x		=	\$
	INSIDE FRONT COVER	\$1750	x		=	\$
	INSIDE BACK COVER	\$1750	x		=	\$
	OUTSIDE BACK COVER	\$2000	x		=	\$
	AAR OR SBL ONLY	+\$100	x		=	\$
TOTE BAG INSERTS	FULL PAGE	\$1750	x		=	\$
EXHIBIT HALL MAP AD	2" x 3.5" AD	\$500	x		=	\$
LITERATURE STAND INSERT	FULL PAGE AD OR BROCHURE	\$250	x		=	\$
MAILING LIST	PRE-REGISTRANT	\$1500	x		=	\$
	ATTENDEE	\$2000	x		=	\$
TOTAL						\$



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PAYMENT OPTIONS	
<input type="checkbox"/> CHECK (MAKE CHECK PAYABLE TO ANNUAL MEETINGS. INDICATE PAYMENT IS FOR ADVERTISING)	
<input type="checkbox"/> CHARGE	
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS	
CARD #	SECURITY CODE
SIGNATURE	EXPIRATION DATE

	Contract Due	Artwork/Insert Due
Pre-Conference Program (Mailed to all members)	03/14/2011	04/15/2011
Onsite Program (Distributed at conference)	09/16/2011	10/14/2011
Tote Bag Inserts	10/14/2011	11/01/2011
Exhibit Hall Map Ad	10/14/2011	11/01/2011
Literature Stand Insert	10/14/2011	11/01/2011
PreRegistrant Mailing List	10/14/2011	
Attendee Mailing List	02/29/2012	

ADVERTISING COPY

Copy may be submitted by email (adex@annual-meetings.org) as a high-resolution PDF or EPS. Ads that do not fit the exact size specifications may be altered, and any charges incurred in so doing will be billed to the advertiser. You must send explicit instructions regarding the order of multiple pages. Please note that artwork for facing pages must not bleed across the gutter.

CANCELLATION

Failure to submit advertising copy by the published deadlines for each publication will result in cancellation of space. Advertisers who cancel in writing by the published deadlines for a particular printed piece will receive a refund of the advertising fee paid, less a \$100 cancellation fee. No refunds will be issued after printed deadlines.

RETURN POLICY & CONDITIONS

Advertising materials become the sole property of the AAR and SBL. Artwork will not be returned. Advertisements or inserts deemed inappropriate will be declined.

SEND TO

Send contract and full payment to AAR and SBL Advertising, Annual Meetings 2011, The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA, 30329, USA. Make checks payable to **Annual Meetings** or send credit card information with your contract. There will be a \$30 fee assessed for returned checks. All payments must be in U.S. funds drawn on a U.S. bank.