

CONFERENCE PROGRAM BOOK

Target Audience: All conference attendees receive this guide onsite. This book is used as a guide for the entire week.

Circle the size and color desired:
PRIME POSITIONS (all prime positions are full color)

	GUIDE	PROGRAM
Back Cover	\$2,350	\$2,350
Inside Front Cover	\$1,900	\$1,900
Page Opposite Conf. Overview	\$1,800	\$1,800
Back Inside Cover	\$1,900	\$1,900
Page 1	\$1,800	\$1,800
Page Opposite Workshop Overview	\$1,800	\$1,800

GUIDE: OTHER AD OPTIONS

	B&W	2-Color	4-Color
Half-page	\$600	\$900	\$1,200
Full-page	\$900	\$1,200	\$1,600

PROGRAM: OTHER AD OPTIONS

	B&W	2-Color	4-Color
Full-page	\$900	\$1,200	\$1,600
Two-page Spread	\$1,700	\$2,100	\$2,500

Please fill out appropriate areas:

Preconference Guide New Ad Pick-Up Ad

Conference Program New Ad Pick-Up Ad

Pricing Table

1. Preconference Guide Ad	\$ _____
2. Deduct 10% for Dual Publication	\$ _____
3. Add 10% for Bleed Fee	\$ _____
4. Add lines 1-3 for total Preconference Guide	\$ _____
1. Conference Program Book Ad	\$ _____
2. Deduct 10% for Dual Publication	\$ _____
3. Add 10% for Bleed Fee	\$ _____
4. Add lines 1-3 for total Conference Program Book	\$ _____
Grand Total (add both #4 lines)	\$ _____

SPECIFICS

	GUIDE	PROGRAM
Half-page ad size:	7" x 5"	N/A
Full-page ad size:	7" x 10"	5" x 8"
Full-page bleed:	8-3/4" x 11-1/4"	6-1/8" x 9-1/4"
Insertions Due:	September 24, 2010	February 23, 2011
Materials Due:	October 8, 2010	March 9, 2011
Publication Release:	November 2010	May 15, 2011

Company Name _____

Your Name: _____

E-mail: _____

Street Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Person providing copy: _____

Contact E-mail: _____

Mechanical Requirements: AJA accepts native files in IBM or Macintosh formats or high resolution, press ready PDF files with all fonts embedded. Color ads must be converted to CMYK unless using PMS spot colors. Graphics or logos provided with the native files must be high resolution (photos 300 dpi and line art (bitmap) 600 dpi+ and saved either as EPS or TIFF files). Include all fonts, graphics, and logos along with the native file. A 100% laser or color proof of the final advertisement must be provided.

Advertisers will be invoiced immediately upon publication. A 15% commission is extended only to recognized advertising agencies. Insertion order must be forwarded in order to earn this commission.

Sign and return to:

Marketing Department, American Jail Association
 1135 Professional Court, Hagerstown, MD 21740-5853
 Phone: 301-790-3930 Fax: 301-790-2941
 E-mail: ChrisA@aja.org Website: www.aja.org