

CUE Conference Advertising

Insertion Order Form

Please Print

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

() ()

Phone _____ Fax _____

Email Address _____

Ad Agency (if any) _____

() ()

Phone _____ Fax _____

Ad Agency Email _____

Conference advertising is reserved for confirmed exhibitors only.

Program Ad (please check one):

- | | Full Color |
|----------------------|--------------------------------|
| Full Page | <input type="checkbox"/> \$850 |
| Half Page horizontal | <input type="checkbox"/> \$550 |
| Half Page vertical | <input type="checkbox"/> \$550 |
| Quarter Page | <input type="checkbox"/> \$425 |

Registration Packet Inserts

- | | |
|----------|----------------------------------|
| One Page | <input type="checkbox"/> \$1,000 |
| CD | <input type="checkbox"/> \$2,500 |
| Catalog | <input type="checkbox"/> \$3,500 |

Opportunities for other promotional materials are available — notepads, pens, etc. Please call the CUE office at (925) 478-3460 for more information.

Payment Information

Corporate Member Discount (if any):

Level _____ Discount _____

ALL ADS MUST BE PREPAID. PAYMENT IS DUE WITH INSERTION ORDER.

Amount enclosed \$ _____

A check (payable to CUE) is enclosed

Charge my: VISA _____ Exp. Date _____

MasterCard _____

Signature (required for credit card orders) _____

Please mail to the CUE office at the address below.

Conference Program Mechanicals

Publication trim size

8 1/2 x 11

Full Page
7 1/2" w x 10" h
No Bleed

Half Page
Horizontal
7 1/2" w x 4 5/8" h
No Bleed

Half Page
Vertical
3 5/8" w x 10" h
No Bleed

Quarter Page
3 5/8" w x 4 5/8" h
No Bleed

Materials

Electronic files will be accepted from advertising agencies, printers or graphic designers as follows:

- Adobe InDesign CS2: include native files, links and fonts
 - Adobe Photoshop CS2: TIF, EPS or JPEG - 300dpi at 100%
 - Adobe Illustrator CS2: EPS or AI
 - Adobe PDF exported at high resolution (300dpi)
- A hard copy or PDF must accompany the file. CD or compressed file sent via email is acceptable.

Registration Packet Insert Guidelines

- Submit a sample of your insert with a completed order form and payment.
- Upon approval, CUE's representative will contact you. If approval is not granted, your check will be returned.
- Quantity of registration packet inserts will vary for each conference based on expected attendance. CUE will contact you with the total quantity to be printed and shipped.
- Shipment of approved packet inserts will be accepted between the dates specified by CUE. The shipping address may differ from the CUE address, please confirm before shipping. Any shipments received after these dates will not be inserted in the registration packets. Payments will not be refunded.
- Spaces are limited. Please contact the CUE office before printing or shipping materials.