



All ads should be supplied to Ann Pattan via email at [apattan@ispa.org](mailto:apattan@ispa.org).

***Program Book Ads***

**All art work is due to Ann Pattan by 7 December 2018.**

**General Specifications**

- Print-optimized PDF:
  - Hi-res 300dpi
  - Ensure all fonts are embedded
  - CMYK
- Other acceptable formats: EPS, JPEG or TIF files (300dpi and CMYK)
- Please do not send low-resolution PDFs

**Full Page Ad**

- May be produced with or without a bleed
- Non-bleed dimensions: 6" WIDE x 8.75" HIGH
- Bleed ads: trim size is 6.5" x 9.25". Please add .125" to trim on all 4 sides and all live matter should be at least .25" from trim

**Half Page Ad**

- Dimension: 6" WIDE X 4.25" HIGH

***Bag Inserts***

**Delivered By: 21 December 2018**

- Number of Items: 550
- Deliver To:  
ISPA  
630 9<sup>th</sup> Avenue, Suite 213  
New York, NY 10036  
USA

**Advertising Fees**

<b>All numbers are USD</b>	<b>Inside Front Cover</b>	<b>Inside Back Cover</b>	<b>Full Page</b>	<b>Half Page</b>	<b>Bag Insert</b>
Star Members	1450.00	1150.00	850.00	375.00	275.00
Members	1525.00	1250.00	900.00	675.00	495.00
Non-members	1700.00	1400.00	1000.00	750.00	550.00

**Questions?** Contact Ann Pattan at [apattan@ispa.org](mailto:apattan@ispa.org) or 1 212 206 8490 x202

## Online Advertising

Dimensions: 450 px width X 115 px height

All Online Ads:

- Optimized for web
  - 72dpi
  - RGB format
- Acceptable file format: JPG, PNG, EPS
- No animation allowed
- Please allow for up to three business days to process the order and upload the image

Available placements:

One ad each on the following pages:

- 1) Schedule pages: [https://www.ispa.org/page/congress\\_ny19\\_sche](https://www.ispa.org/page/congress_ny19_sche) - one ad space available for each day (Monday – Thursday)
- 2) Other events in January: [https://www.ispa.org/page/congress\\_ny19\\_janevents](https://www.ispa.org/page/congress_ny19_janevents)
- 3) Hotel: [https://www.ispa.org/page/congress\\_ny19\\_hotel](https://www.ispa.org/page/congress_ny19_hotel)

## Advertising Fees

Price per month. Ad space available November 1, 2018 through January 31, 2019

All numbers are USD	Schedule Page – Mon	Schedule Page - Tues	Schedule Page – Weds	Schedule Page – Thurs	Hotel Page	Other Events Page
<b>Non-members</b>	150.00	300.00	200.00	200.00	150.00	150.00
<b>Members</b> 10% discount	135.00	270.00	180.00	180.00	135.00	135.00
<b>Star Members</b> 15% discount	120.00	240.00	170.00	170.00	120.00	120.00
<b>Projected impressions</b>	1.5K	5K+	2.5K+	2.5K+	1.5K	1.5K

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