

Insertion Order Form

VPPPA'S ELECTRONIC NEWSLETTERS

ADVERTISER INFORMATION

ORGANIZATION _____

VPPPA MEMBER ID _____

CONTACT PERSON _____

EMAIL _____

BILLING ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

FAX _____

SEND CHECK PAYMENTS TO:

VPPPA, Inc.
PO Box 418174
Boston, MA 02241-8174

SEND CREDIT CARD PAYMENTS TO:

VPPPA, Inc.
7600-E Leesburg Pike,
Suite 100
Falls Church, VA 22043-2004

OR

FAX CREDIT CARD PAYMENTS TO:

(703) 761-1148
Attn: Advertising

SAFETY NEWS NETWORK

FREQUENCY RATE (CHECK ONE)

1 insertions 2 insertions 4 insertions
 6 insertions 8 insertions

Month to start publication _____

WASHINGTON UPDATE

FREQUENCY RATE (CHECK ONE)

1 insertions 2 insertions 4 insertions
 6 insertions 8 insertions

Month to start publication _____

ON THE WIRE

FREQUENCY RATE (CHECK ONE)

1 insertions 2 insertions 4 insertions
 6 insertions 8 insertions

Month to start publication _____

CONFERENCE E-BLASTS

Number of insertions _____

Month to start publication _____

Please choose a month according to scheduled publication on pg. 8.

AD RATE

\$ _____ based on _____ frequency (refer to pg. 4)

Preferred Position Charge \$ _____

Total Due: \$ _____

METHOD OF PAYMENT

Check enclosed Check # _____

Visa MasterCard American Express

CARD # _____

EXP. DATE _____

NAME ON CARD _____

PAYMENT AMOUNT \$ _____

SIGNATURE OF CARD HOLDER _____

DATE _____

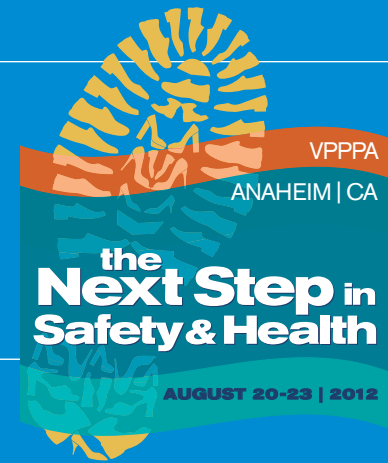
TERMS (see pg. 25 or complete advertising policies)

- + All advertisements are subject to the approval of the Publisher.
- + Responsibility for claims and actions based on advertising content is borne by the Advertiser and advertising agency.
- + No cancellations or changes in insertion orders will be accepted after the space reservation closing date of each issue.
- + Space reservations are required according to policy on pg. 24T.
- + The Publisher reserves the right to withhold advertising for any account with an outstanding invoice beyond 60 days.

Please submit your ad artwork to:
Advertising@vpppa.org

Conference Programs

THE 28TH ANNUAL NATIONAL VPPPA CONFERENCE WILL BE HELD IN ANAHEIM, CA, AUGUST 20-23, 2012. VISIT WWW.VPPPA.ORG FOR THE LATEST NEWS!



Advertising Specifications for VPPPA Conference Programs

Advertising opportunities in VPPPA's conference programs include the *Advance Program*, the *Onsite Program*, the *Conference Journal* and *Conference E-Blasts* (see previous section).

MECHANICAL SPECIFICATIONS

Ads will ONLY be accepted in the dimensions on page 12. If an incorrectly formatted advertisement is submitted, VPPPA will contact the Advertiser prior to production and will pass on any additional production charges.

MATERIALS ACCEPTED

NOTE: If you are unable to provide your advertisement in one of the following formats, please contact VPPPA at (703) 761-1146 Ext. 115 or Advertising@vpppa.org BEFORE submitting your artwork.

DIGITAL ADVERTISING REQUIREMENTS:

+ **NEW POLICY:** A completed ad check-off sheet MUST accompany EVERY advertisement submitted. Find the ad check off sheets for each publication on pages 13, 16 and 19.

- + All ads are printed 4-color, CMYK process. Please convert all artwork, linked files and embedded files to CMYK process colors. No spot colors or RGB colors.
- + PDF files are preferred. Supply only PDF, JPG, TIF (flattened) or Adobe Illustrator EPS (flattened, fonts outlined) files. Placed/linked files must be 300 dpi or higher. PDF files must be Press Quality, fonts embedded, 300 dpi or higher, with all colors converted to CMYK.
- + We do not accept Adobe Pagemaker or InDesign, QuarkXpress, Microsoft Word, Publisher or PowerPoint files.
- + Files must include all fonts and links necessary for placement. True Type and System fonts should be converted to outlines.
- + Fonts using type styles or stylized in the character palette should not be used unless text is converted to outlines.
- + Printed color separations and a composite color proof must accompany all supplied ads. If submitting an ad via email, fax the required proofs to (703) 761-1148 or (703) 761-2194, Attn: Advertising.
- + Submit ads on CD or DVD to VPPPA, Attn: Advertising 7600-E Leesburg Pike, Suite 100, Falls Church, VA 22043-2004.
- + You may email files under 5MB to the following address: Advertising@vpppa.org

CONFERENCE COLORS

The official 28th Annual National VPPPA Conference colors are:



C15/M75/
Y100/K0



C100/M5/
Y20/K30



C85/M0/
Y35/K10



C100/M85/
Y35/K15



C60/M80/
Y100/K15



C0/M15/
Y100/K35



C10/M25/
Y80/K0



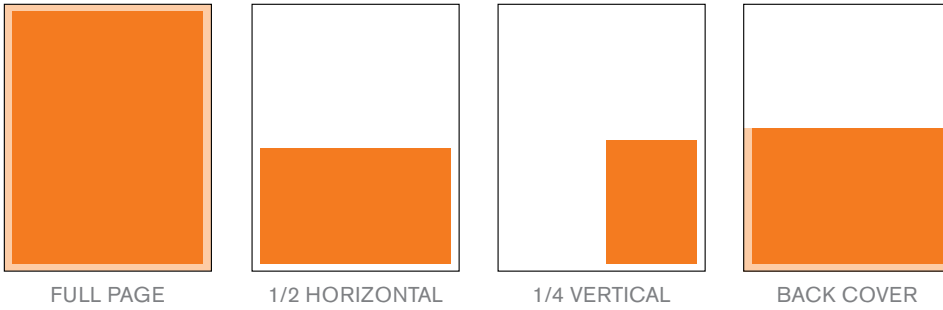
C0/M0/
Y0/K100

CAMERA-READY ARTWORK

Black and white mechanicals ready for scanning will be accepted but should not contain photographs or grayscale screens.

ADVANCE PROGRAM

CIRCULATION: 7,000 ISSUANCE: ANNUALLY



FULL PAGE 1/2 HORIZONTAL 1/4 VERTICAL BACK COVER

EDITORIAL CONTENT

VPPPA's Annual National Conference *Advance Program* presents the conference agenda, exhibitor overview, registration information, hotel accommodations and detailed descriptions of the more than 140 educational workshops offered at the conference and information on the activities and sights of the host city.

READERSHIP PROFILE

The *Advance Program* is mailed in May to the VPPPA membership, government officials, non-member individuals and companies that have joined VPPPA's mailing lists, respondents to the association's conference advertisements in outside publications and other companies identified as potential conference attendees.

DEADLINES

Reservations: 2/27/12 Artwork: 3/2/12

ADVERTISING RATES

All ads are printed 4 color, CMYK process. Please convert all artwork, linked files and embedded files to CMYK process colors.

ADVANCE PROGRAM RATES*	MEMBER	NONMEMBER
Cover I (Inside Front Cover)	\$1,750	\$1,950
Cover II (Inside Back Cover)	\$1,750	\$1,950
Cover III (Back Cover)	\$1,900	\$2,100
Center Page Left	\$1,750	\$1,950
Center Page Right	\$1,750	\$1,950
Full Page	\$1,500	\$1,700
1/2 Page	\$1,000	\$1,200
1/4 Page	\$500	\$700

PRODUCTION CHARGES: All composition costs incurred by the Publisher for typesetting, corrections and alterations will be charged to the Advertiser.

PREFERRED POSITION CHARGE: There will be a 15% charge in addition to the published ad rate for preferred positions. Requests for specified position at rate of press rate are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

*Contact VPPPA at (703) 761-1146 Ext. 121 or Advertising@vpppa.org for availability.

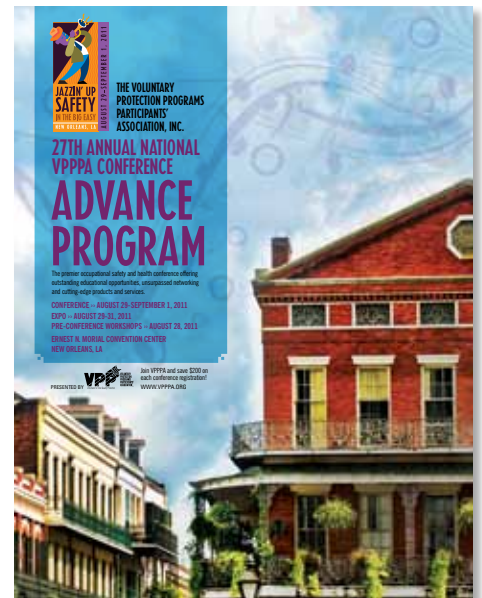
AD SIZES

ALL MEASUREMENTS ARE WIDTH X HEIGHT

Full Page, no bleed	7.5" x 10"
Full Page, bleed	
LIVE AREA	8" x 10.5"
TRIM	8.5" x 11"
BLEED	8.75" x 11.25"
1/2 Horizontal	7.5" x 4.8125"
1/4 Vertical	3.625" x 4.8125"
Back Cover, no bleed	7.5" x 4.5"
Back Cover, bleed	
LIVE AREA	8" x 5"
TRIM	8.5" x 5.5"
BLEED	8.75" x 5.625"

PUBLICATION SPECS

Trim Size	8.5" x 11"
Bleed Size	8.75" x 11.25"
Binding	Saddle Stitch
Color	CMYK



Insertion Order Form

VPPPA'S ANNUAL NATIONAL CONFERENCE **ADVANCE PROGRAM**

ADVERTISER INFORMATION

ORGANIZATION

VPPPA MEMBER ID

CONTACT PERSON

EMAIL

BILLING ADDRESS

CITY/STATE/ZIP

PHONE

FAX

SEND CHECK PAYMENTS TO:

VPPPA, Inc.
PO Box 418174
Boston, MA 02241-8174

SEND CREDIT CARD PAYMENTS TO:

VPPPA, Inc.
7600-E Leesburg Pike,
Suite 100
Falls Church, VA 22043-2004

OR

FAX CREDIT CARD PAYMENTS TO:

(703) 761-1148
Attn: Advertising

ADVERTISING RATES (refer to pg. 12 for sizes)

SPECIALTY PAGES

- Cover I (Inside Front Cover)
- Cover II (Inside Back Cover)
- Cover III (Back Cover)
- Center Left
- Center Right

INSIDE PAGES

- Full Page
- 1/2 Page Horizontal
- 1/4 Page Vertical

DEADLINES

Reservations: 2/27/12 Artwork: 3/2/12

COLORS

All ads are printed 4 color, CMYK process. Please convert all artwork, linked files and embedded files to CMYK process colors. Refer to pg. 11 for the official 28th Annual National VPPPA Conference colors.

AD RATES (refer to pg. 12)

Advance Program rate* \$ _____
Preferred Position Charge \$ _____
Total Due: \$ _____

METHOD OF PAYMENT

- Check enclosed Check # _____
 Visa MasterCard American Express

CARD #

EXP. DATE

NAME ON CARD

PAYMENT AMOUNT \$

SIGNATURE OF CARD HOLDER DATE

TERMS (see pg. 25 for complete advertising policies)

- + All advertisements are subject to the approval of the Publisher.
- + Responsibility for claims and actions based on advertising content is borne by the Advertiser and advertising agency.
- + No cancellations or changes in insertion orders will be accepted after the space reservation closing date of each issue.
- + Space reservations are required according to policy on pg. 25.
- + The Publisher reserves the right to withhold advertising for any account with an outstanding invoice beyond 60 days.

**To reserve an exhibit booth at
the 28th Annual National VPPPA
Conference, contact VPPPA at
(703) 761-1146 today!**

Ad Check-Off Sheet

VPPPA'S ANNUAL NATIONAL CONFERENCE **ADVANCE PROGRAM**

This completed form **MUST** accompany **EVERY** advertisement submitted for the *Advance Program*.

NOTE: If you are unable to provide your advertisement in one of the following formats, please contact VPPPA at (703) 761-1146 Ext. 115 BEFORE submitting your artwork.

AD SIZE

- Full Page, no bleed (7.5" x 10")
- Full Page, bleed:
 - Ad size is 8.5" x 11"
 - Live area is 8" x 10.5"
KEEP ALL TEXT AND IMPORTANT INFORMATION AT LEAST .25" AWAY FROM TRIM
 - Bleed is pulled .125" on all sides
 - Crop marks are offset .125" away from trim
- Back Cover, no bleed (7.5" x 4.5")
- Back Cover, bleed:
 - Ad size is 8.5" x 5.5"
 - Live area is 8" x 5"
KEEP ALL TEXT AND IMPORTANT INFORMATION AT LEAST .25" AWAY FROM TRIM
 - Bleed is pulled .125" on left, right and bottom sides
 - Crop marks are offset .125" away
- 1/2 Page, Horizontal Only (7.5" x 4.575")
- 1/4 Page, Vertical Only (3.625" x 4.575")

AD WAS CREATED IN

- Adobe InDesign (version _____)
- Adobe Illustrator (version _____)
- Adobe Photoshop (version _____)
- QuarkXPress (version _____)
- Other, please specify:

AD FORMAT SUPPLIED

- PDF (Press Quality, 300 dpi or higher)*
PREFERRED FORMAT
- JPG (300 dpi or higher)**
- TIF (flattened, 300 dpi or higher)***
- EPS (Adobe Illustrator vector)****
- CAMERA READY ARTWORK**
If you cannot supply your ad in one of the above formats, you can mail a black and white laser copy of your ad (containing no photographs or grayscale screens) †

COLOR INFORMATION/ COLOR SEPARATION

- All elements in ad are CMYK or grayscale, including all placed/linked/embedded files
RGB AND SPOT COLORS ARE **NOT ACCEPTABLE**
- Color separation of ad shows only Cyan, Magenta, Yellow and Black color plates
ADDITIONAL COLOR PLATES ARE **NOT ACCEPTABLE**

*IF SUBMITTING A PDF:

- Spot colors are NOT preserved

**IF SUBMITTING A JPG:

- JPG file is grayscale or CMYK (not RGB)

***IF SUBMITTING A TIF:

TIF file is grayscale or CMYK (not RGB),
CONVERT ALL MONOTONE, DUOTONE OR TRITONE FILES TO CMYK

****IF SUBMITTING AN ADOBE ILLUSTRATOR EPS:

- Placed/linked/embedded raster images (jpg, tif, etc.) are grayscale or CMYK (not RGB)

RESOLUTION

- All elements in ad are at least 300 dpi or higher, including all placed/linked/embedded files

FONTS

- True Type & System fonts have been converted to outlines
- Fonts using type styles, or stylized in the character palette have been converted to outlines

*IF SUBMITTING A PDF:

- Fonts are embedded or converted to outlines

****IF SUBMITTING AN ADOBE ILLUSTRATOR EPS:

- Fonts are converted to outlines

SUBMITTING YOUR AD

- I am mailing my ad on a CD or DVD
MAIL TO:
VPPPA, Attn: Advertising
7600-E Leesburg Pike, Suite 100
Falls Church, VA 22043-2004
 - Include printed color separations and a composite color proof (required)
 - Include this ad check-off sheet (required)
- I am emailing my ad to Advertising@vpppa.org
 - Fax printed color separations and a composite proof (required)
 - Fax this ad check-off sheet (required)
- FAX TO:**
(703) 761-1148
Attn: Advertising

† CAMERA READY ARTWORK

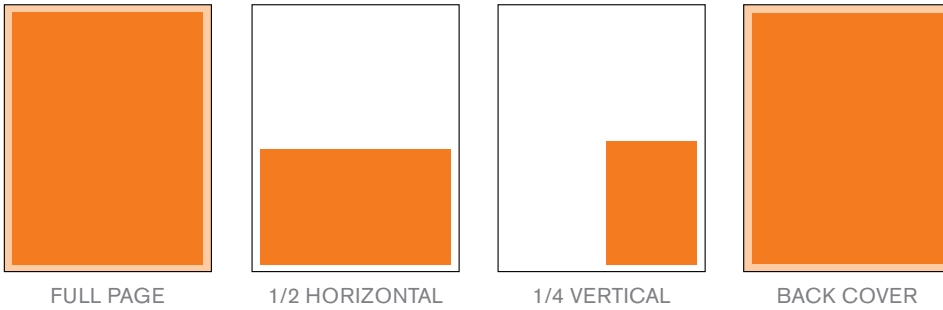
- I am mailing my ad (black and white laser copy)
MAIL TO:
VPPPA, Attn: Advertising
7600-E Leesburg Pike, Suite 100
Falls Church, VA 22043-2004
 - Fax this ad check-off sheet (required)



7600-E Leesburg Pike, Ste. 100 | Falls Church, VA 22043-2004
[P] (703) 761-1146 | [F] (703) 761-1148
Advertising@vpppa.org | www.vpppa.org

ONSITE PROGRAM

CIRCULATION: 3,000 ISSUANCE: ANNUALLY



FULL PAGE

1/2 HORIZONTAL

1/4 VERTICAL

BACK COVER

EDITORIAL CONTENT

VPPPA's Annual National Conference *Onsite Program* is the essential guide to VPPPA's largest educational event of the year. The program presents all keynote and featured speakers, the complete conference agenda, receptions and special events, full descriptions of the pre-conference and general educational workshops, plus final listings of the conference exhibitors.

READERSHIP PROFILE

The Annual National VPPPA Conference provides a forum where workers, managers and safety professionals from a wide variety of industries convene to network and share ideas on the best safety, health and environmental practices and programs in the nation. Of conference attendees, 83% are executive management, safety and plant managers, union leaders or safety committee representatives from VPP sites and non-VPP facilities that are interested in improving their occupational safety and health management systems.

The conference has maintained great attendance in recent years, attracting an expected 3,000 attendees in 2012! The *Onsite Program* is retained by attendees as a reference after the conference and is also requested as an information source by VPPPA members who could not attend.

DEADLINES

Reservations: 5/14/12 Artwork: 5/28/12

ADVERTISING RATES

All ads are printed 4 color, CMYK process. Please convert all artwork, linked files and embedded files to CMYK process colors.

ONSITE PROGRAM RATES*	MEMBER	NONMEMBER
Cover I (Inside Front Cover)	\$1,750	\$1,950
Cover II (Inside Back Cover)	\$1,750	\$1,950
Cover III (Back Cover)	\$1,900	\$2,100
Center Page Left	\$1,750	\$1,950
Center Page Right	\$1,750	\$1,950
Full Page	\$1,500	\$1,700
1/2 Page	\$1,000	\$1,200
1/4 Page	\$500	\$700

DISCOUNTS: Take 15% off the cost of your *Onsite Program* advertisement if you advertise in the *Advance Program* as well.

PRODUCTION CHARGES: All composition costs incurred by the Publisher for typesetting, corrections and alterations will be charged to the Advertiser.

PREFERRED POSITION CHARGE: There will be a 15% charge in addition to the published ad rate for preferred positions. Requests for specified position at rate of press rate are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

*Contact VPPPA at (703) 761-1146 Ext. 121 or Advertising@vpppa.org for availability.

AD SIZES

ALL MEASUREMENTS ARE WIDTH X HEIGHT

Full Page, no bleed	7.5" x 10"
Full Page, bleed	
LIVE AREA	8" x 10.5"
TRIM	8.5" x 11"
BLEED	8.75" x 11.25"
1/2 Horizontal	7.5" x 4.8125"
1/4 Vertical	3.625" x 4.8125"
Back Cover, no bleed	7.5" x 10"
Back Cover, bleed	
LIVE AREA	8" x 10.5"
TRIM	8.5" x 11"
BLEED	8.75" x 11.25"
PUBLICATION SPECS	
Trim Size	8.5" x 11"
Bleed Size	8.75" x 11.25"
Binding	Perfect Bound
Color	CMYK



Insertion Order Form

VPPPA'S ANNUAL NATIONAL CONFERENCE **ONSITE PROGRAM**

ADVERTISER INFORMATION

ORGANIZATION

VPPPA MEMBER ID

CONTACT PERSON

EMAIL

BILLING ADDRESS

CITY/STATE/ZIP

PHONE

FAX

SEND CHECK PAYMENTS TO:

VPPPA, Inc.
PO Box 418174
Boston, MA 02241-8174

SEND CREDIT CARD PAYMENTS TO:

VPPPA, Inc.
7600-E Leesburg Pike,
Suite 100
Falls Church, VA 22043-2004

OR

FAX CREDIT CARD PAYMENTS TO:

(703) 761-1148
Attn: Advertising

ADVERTISING RATES (refer to pg. 15 for sizes)

SPECIALTY PAGES

- Cover I (Inside Front Cover)
- Cover II (Inside Back Cover)
- Cover III (Back Cover)
- Center Left
- Center Right

INSIDE PAGES

- Full Page
- 1/2 Page Horizontal
- 1/4 Page Vertical

DEADLINES

Reservations: 5/14/12 Artwork: 5/28/12

COLORS

All ads are printed 4 color, CMYK process. Please convert all artwork, linked files and embedded files to CMYK process colors. Refer to pg. 11 for the official 28th Annual National VPPPA Conference colors.

AD RATES (refer to pg. 15)

Onsite Program rate* \$ _____

*Save 15% on the Onsite Program rate if also advertising in the Advance Program

New discounted rate \$ _____

Preferred Position Charge \$ _____

Total Due: \$ _____

METHOD OF PAYMENT

- Check enclosed Check # _____
- Visa MasterCard American Express

CARD #

EXP. DATE

NAME ON CARD

PAYMENT AMOUNT \$ _____

SIGNATURE OF CARD HOLDER DATE

TERMS (see pg. 25 for complete advertising policies)

- + All advertisements are subject to the approval of the Publisher.
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- + Space reservations are required according to policy on pg. 25.
- + The Publisher reserves the right to withhold advertising for any account with an outstanding invoice beyond 60 days.

To reserve an exhibit booth at the 28th Annual National VPPPA Conference, contact VPPPA at (703) 761-1146 today!

Ad Check-Off Sheet

VPPPA'S ANNUAL NATIONAL CONFERENCE **ONSITE PROGRAM**

This completed form **MUST** accompany **EVERY** advertisement submitted for the *Onsite Program*.

NOTE: If you are unable to provide your advertisement in one of the following formats, please contact VPPPA at (703) 761-1146 Ext. 115 BEFORE submitting your artwork.

AD SIZE

- Full Page, no bleed (7.5" x 10")
- Full Page, bleed:
 - Ad size is 8.5" x 11"
 - Live area is 8" x 10.5"
KEEP ALL TEXT AND IMPORTANT INFORMATION AT LEAST .25" AWAY FROM TRIM
 - Bleed is pulled .125" on all sides
 - Crop marks are offset .125" away from trim
- Back Cover, no bleed (7.5" x 10")
- Back Cover, bleed:
 - Ad size is 8.5" x 11"
 - Live area is 8" x 10.5"
KEEP ALL TEXT AND IMPORTANT INFORMATION AT LEAST .25" AWAY FROM TRIM
 - Bleed is pulled .125" on left, right and bottom sides
 - Crop marks are offset .125" away
- 1/2 Page, Horizontal Only (7.5" x 4.575")
- 1/4 Page, Vertical Only (3.625" x 4.575")

AD WAS CREATED IN

- Adobe InDesign (version _____)
- Adobe Illustrator (version _____)
- Adobe Photoshop (version _____)
- QuarkXPress (version _____)
- Other, please specify:

AD FORMAT SUPPLIED

- PDF (Press Quality, 300 dpi or higher)*
PREFERRED FORMAT
- JPG (300 dpi or higher)**
- TIF (flattened, 300 dpi or higher)***
- EPS (Adobe Illustrator vector)****
- CAMERA READY ARTWORK**
If you cannot supply your ad in one of the above formats, you can mail a black and white laser copy of your ad (containing no photographs or grayscale screens) †

COLOR INFORMATION/ COLOR SEPARATION

- All elements in ad are CMYK or grayscale, including all placed/linked/embedded files
RGB AND SPOT COLORS ARE **NOT ACCEPTABLE**
- Color separation of ad shows only Cyan, Magenta, Yellow and Black color plates
ADDITIONAL COLOR PLATES ARE **NOT ACCEPTABLE**

*IF SUBMITTING A PDF:

- Spot colors are NOT preserved

**IF SUBMITTING A JPG:

- JPG file is grayscale or CMYK (not RGB)

***IF SUBMITTING A TIF:

TIF file is grayscale or CMYK (not RGB),
CONVERT ALL MONOTONE, DUOTONE OR TRITONE FILES TO CMYK

****IF SUBMITTING AN ADOBE ILLUSTRATOR EPS:

- Placed/linked/embedded raster images (jpg, tif, etc.) are grayscale or CMYK (not RGB)

RESOLUTION

- All elements in ad are at least 300 dpi or higher, including all placed/linked/embedded files

FONTS

- True Type and System fonts have been converted to outlines
- Fonts using type styles, or stylized in the character palette have been converted to outlines

*IF SUBMITTING A PDF:

- Fonts are embedded or converted to outlines

***IF SUBMITTING AN ADOBE ILLUSTRATOR EPS:

- Fonts are converted to outlines

SUBMITTING YOUR AD

- I am mailing my ad on a CD or DVD
MAIL TO:
VPPPA, Attn: Advertising
7600-E Leesburg Pike, Suite 100
Falls Church, VA 22043-2004
 - Include printed color separations and a composite color proof (required)
 - Include this ad check-off sheet (required)

- I am emailing my ad to Advertising@vpppa.org
 - Fax printed color separations and a composite proof (required)
 - Fax this ad check-off sheet (required)

FAX TO:
(703) 761-1148
Attn: Advertising

† CAMERA READY ARTWORK

- I am mailing my ad (black and white laser copy)

MAIL TO:
VPPPA, Attn: Advertising
7600-E Leesburg Pike, Suite 100
Falls Church, VA 22043-2004
 Fax this ad check-off sheet (required)

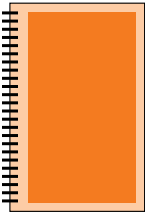


7600-E Leesburg Pike, Ste. 100 | Falls Church, VA 22043-2004
[P] (703) 761-1146 | [F] (703) 761-1148
Advertising@vpppa.org | www.vpppa.org

CONFERENCE JOURNAL

CIRCULATION: 3,000 ISSUANCE: ANNUALLY

LIMITED PLACEMENT (ONLY 4 ADS AVAILABLE)



FULL PAGE

EDITORIAL CONTENT

VPPPA's *Conference Journal* presents the agenda at-a-glance, the Expo Game Card, the Continued Education Units form, workshop evaluation forms as well as notes pages and a map of the conference facility.

READERSHIP PROFILE

The *Conference Journal*, first introduced in 2009, is provided to all conference participants.

DEADLINES

Reservations: 6/25/12 Artwork: 7/3/12

ADVERTISING RATES

All inside ads are printed in black and white.

CONFERENCE JOURNAL RATES*

Full-Color Inside Back Cover

Full Page Black & White

MEMBER (nonmembers are not eligible)

SPONSOR ONLY

\$1,000

For placement in the *Conference Journal*, the Advertiser must have purchased space in the *Onsite Program*. Only those advertising in the *Onsite Program* are eligible to advertise in the *Conference Journal*.

PRODUCTION CHARGES: All composition costs incurred by the Publisher for typesetting, corrections and alterations will be charged to the Advertiser.

PREFERRED POSITION CHARGE: There will be a 15% charge in addition to the published ad rate for preferred positions. Requests for specified position at press rate are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

*Contact the VPPPA at (703) 761-1146 Ext. 121 or Advertising@vpppa.org for availability.

AD SIZES

ALL MEASUREMENTS ARE WIDTH X HEIGHT

Full Page, no bleed 4.75" x 8"

Full Page, bleed

LIVE AREA 4.75" x 8"

TRIM 5.5" x 8.5"

BLEED 5.75" x 8.75"

PUBLICATION SPECS

Trim Size 5.5" x 8.5"

Bleed Size 5.75" x 8.75"

Binding Plastic Coil

Color

COVER CMYK

INSIDE PAGES B&W

THE BUSINESS
THAT CONSIDERS
ITSELF IMMUNE TO
THE NECESSITY
FOR ADVERTISING
SOONER OR
LATER FINDS
ITSELF IMMUNE
TO BUSINESS.

[DERBY BROWN, QUOTED IN JOHN P. BRADLEY, LEO F. DANIELS & THOMAS C. JONES, THE INTERNATIONAL DICTIONARY OF THOUGHTS, 1969, CHICAGO, IL: J. G. FERGUSON PUBLISHING CO., PG. 13]

Insertion Order Form

VPPPA'S ANNUAL NATIONAL CONFERENCE **CONFERENCE JOURNAL**

ADVERTISER INFORMATION

ORGANIZATION

VPPPA MEMBER ID

CONTACT PERSON

EMAIL

BILLING ADDRESS

CITY/STATE/ZIP

PHONE

FAX

SEND CHECK PAYMENTS TO:

VPPPA, Inc.
PO Box 418174
Boston, MA 02241-8174

SEND CREDIT CARD PAYMENTS TO:

VPPPA, Inc.
7600-E Leesburg Pike,
Suite 100
Falls Church, VA 22043-2004

OR

FAX CREDIT CARD PAYMENTS TO:

(703) 761-1148
Attn: Advertising

ADVERTISING RATES (refer to pg. 18 for sizes)

INSIDE PAGES

Full Page Black & White

DEADLINES

Reservations: 6/25/12 Artwork: 7/3/12

COLORS

Black and white inside pages are available for advertising ONLY. Color ads (specialty pages) are reserved for sponsors ONLY.

AD RATES (refer to pg. 18)

Total Due: \$ _____

METHOD OF PAYMENT

Check enclosed Check # _____

Visa MasterCard American Express

CARD #

EXP. DATE

NAME ON CARD

PAYMENT AMOUNT \$

SIGNATURE OF CARD HOLDER DATE

TERMS (see pg. 25 for complete advertising policies)

- + All advertisements are subject to the approval of the Publisher.
- + Responsibility for claims and actions based on advertising content is borne by the Advertiser and advertising agency.
- + No cancellations or changes in insertion orders will be accepted after the space reservation closing date of each issue.
- + Space reservations are required according to policy on pg. 25.
- + The Publisher reserves the right to withhold advertising for any account with an outstanding invoice beyond 60 days.

To reserve an exhibit booth at the 28th Annual National VPPPA Conference, contact VPPPA at (703) 761-1146 today!

Ad Check-Off Sheet

VPPPA'S ANNUAL NATIONAL CONFERENCE **CONFERENCE JOURNAL**

This completed form **MUST** accompany **EVERY** advertisement submitted for the *Conference Journal*.

NOTE: If you are unable to provide your advertisement in one of the following formats, please contact VPPPA at (703) 761-1146 Ext. 115 BEFORE submitting your artwork.

AD SIZE

- Full Page, no bleed (4.75" x 8")
- Full Page, bleed:
 - Ad size is 5.5" x 8.5"
 - Live area is 4.75" x 8"KEEP ALL TEXT AND IMPORTANT INFORMATION AT LEAST .25" AWAY FROM TRIM
 - Bleed is pulled .125" on all sides
 - Crop marks are offset .125" away from trim
- 1/2 Page, Horizontal Only B&W ONLY (4.75" x 3.9375")
- 1/4 Page, Horizontal Only B&W ONLY (4.75" x 1.9")

AD WAS CREATED IN

- Adobe InDesign (version _____)
- Adobe Illustrator (version _____)
- Adobe Photoshop (version _____)
- QuarkXPress (version _____)
- Other, please specify:

AD FORMAT SUPPLIED

- PDF (Press Quality, 300 dpi or higher)*
PREFERRED FORMAT
- JPG (300 dpi or higher)**
- TIF (flattened, 300 dpi or higher)***
- EPS (Adobe Illustrator vector)****

CAMERA READY ARTWORK

If you cannot supply your ad in one of the above formats, you can mail a black and white laser copy of your ad (containing no photographs or grayscale screens) †

COLOR INFORMATION/ COLOR SEPARATION

- All elements in ad are grayscale, including all placed/linked/embedded files
CMYK, RGB AND SPOT COLORS ARE **NOT ACCEPTABLE**
- Color separation of ad shows only Black color plate
ADDITIONAL COLOR PLATES ARE **NOT ACCEPTABLE**

*IF SUBMITTING A PDF:

- Spot colors are NOT preserved

**IF SUBMITTING A JPG:

- JPG file is grayscale

***IF SUBMITTING A TIF:

TIF file is grayscale
CONVERT ALL MONOTONE, DUOTONE OR TRITONE FILES TO GRAYSCALE

****IF SUBMITTING AN ADOBE

ILLUSTRATOR EPS:

- Placed/linked/embedded raster images (jpg, tif, etc.) are grayscale

RESOLUTION

- All elements in ad are at least 300 dpi or higher, including all placed/linked/embedded files

FONTS

- True Type and System fonts have been converted to outlines
- Fonts using type styles, or stylized in the character palette have been converted to outlines

*IF SUBMITTING A PDF:

- Fonts are embedded or converted to outlines

****IF SUBMITTING AN ADOBE ILLUSTRATOR EPS:

- Fonts are converted to outlines

SUBMITTING YOUR AD

- I am mailing my ad on a CD or DVD

MAIL TO:

VPPPA, Attn: Advertising
7600-E Leesburg Pike, Suite 100
Falls Church, VA 22043-2004

- Include printed color separations and a composite color proof (required)

- Include this ad check-off sheet (required)

- I am emailing my ad to Advertising@vpppa.org

- Fax printed color separations and a composite proof (required)

- Fax this ad check-off sheet (required)

FAX TO:

(703) 761-1148
Attn: Advertising

† CAMERA READY ARTWORK

- I am mailing my ad (black and white laser copy)

MAIL TO:

VPPPA, Attn: Advertising
7600-E Leesburg Pike, Suite 100
Falls Church, VA 22043-2004

- Fax this ad check-off sheet (required)



7600-E Leesburg Pike, Ste. 100 | Falls Church, VA 22043-2004
[P] (703) 761-1146 | [F] (703) 761-1148
Advertising@vpppa.org | www.vpppa.org