



## XIX World Congress *Bridging Cultures*

August 1-4, 2011 | San Francisco, California, USA | Hilton San Francisco Union Square

### Program Advertising Opportunities

Don't miss this opportunity to promote your company to over 800 attendees who need your services and products.

#### Production Specifications

<b>Trim Size</b>	8½" x 11"
<b>Bleed Area</b>	9" x 11½"
<b>Live area</b>	8" x 10½"
<b>Prepress</b>	Computer-to-plate
<b>Inks</b>	4-color process
<b>Binding</b>	Saddlestitched
<b>Screen</b>	150-line screen
<b>Color Rotation</b>	Black, cyan, magenta, yellow
<b>Proofs</b>	For critical color match, 4-color proofs must be supplied and conform to SWOP standards.
<b>Digital File Formats</b>	PDF files with press-ready settings in Acrobat 6.0 or later; EPS files with fonts embedded or converted to outline; QuarkXPress 8.0 (Mac) or later with all artwork and fonts.
<b>Disposition of Materials</b>	Held one year from date of last insertion then destroyed unless otherwise instructed.

#### Policies

Orders specifying positions other than the covers will be guaranteed for 20% premium of black and white rate. Guaranteed space only for half-page ads or larger and are non-cancelable. Consult Caron Mason for availability. Prepayment is required. Full payment must be in house by closing date of June 3, 2011 in order for the ad to run.

Please Note: All rates are net — no agency discounts. No cancellations will be accepted after space closing date. All cancellations must be in writing. There are no cancellations on any preferred or cover positions once booked.

#### Dimensions & Prices

	Ad Size	B/W	4-Color
Full Page With Bleeds	9" x 11½"	\$1,940	\$3,015
Live Area	8" x 10½"		
½ Page Horizontal	7" x 5¾"	\$1,025	\$2,095
½ Page Vertical	3½" x 10"	\$1,025	\$2,095
¼ Page Vertical	3½" x 4¾"	\$595	\$1,670
COVERS (four-color):	8" x 10½"		
Cover 2 (inside front)	8" x 10½"		\$3,885
Cover 3 (inside back)	8" x 10½"		\$3,565
Cover 4 (back cover)			\$4,300
Total design area with bleeds:	9" x 11½"		

#### Contact

Caron Mason, CAE  
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Closing Date **June 3, 2011**  
Materials Due **June 10, 2011**

For additional information, visit [www.fit2011.org/advertising.htm](http://www.fit2011.org/advertising.htm)