

HISTORY MAKERS

Where History Meets Today

THE GRAND HYATT NEW YORK
JANUARY 27-29, 2010

HISTORY MAKERS ADVERTISING

GUIDE RATES 2009 (all in USD):

- Outside back cover (colour) - \$1300
- Inside front cover (colour) - \$1500
- Inside Back cover (colour) - \$1000
- Full page (b&w) - \$500
- Half page (b&w) - \$360
- Quarter page (b&w) - \$200
- Delegate Bag Insert 2009 - \$500

GUIDE FILE SET UP, TRANSFER & SPECS:

Digital artwork must have .125" bleed (if applicable) along with crop marks. Any artwork that does not comply to the dimensions or resolution will be returned. Please send your digital artwork files in one of the following formats:

1. Press Ready PDF (300dpi)
Include .125" bleed (if applicable) and crop area
2. Illustrator EPS File – include .125" bleed (if applicable).
Convert all fonts to outlines and embed all images.
Embedded images must be High Resolution 300dpi.
3. Hi-Res TIFF or JPG – include .125" bleed (if applicable).

*Image must have a minimum resolution of 300dpi. Along with your digital ad file, please supply a PDF or JPG proof of your ad.

File Transfer:

Digital files can be uploaded to our FTP account (see details below). Please email a file upload confirmation and a PDF or JPG proof to cmayhew@achillesmedia.com with the file name, event publication, and client. You will require FTP Client Software (ie. Fetch, CUTEftp) to upload your ad to our server. Our FTP site is not accessible through a web browser.

FTP Information:

Server: <ftp.abcconnect.ca>
user: achillesftp
pw: ach307

Full page ad with bleed:

Document Size (including .125" bleed): 5.5" x 8.5"
Type Safety: 4.75" x 7.75"
Trim size: 5.25" x 8.25" (+ .125" bleed)

Full page ad no bleed:

Document Size: 4.75" x 7.75"

Half page ad no bleed:

Document Size: 4.75" x 3.75"

¼ page ad no bleed:

Document Size: 4.75" x 1.75"

Deadlines:

Cover Ads and Regular Ads

Booking: January 4, 2010

Art Delivery: January 8, 2010

Delegate Bag Inserts

Booking: January 11, 2010

Delivery to New York: January 25, 2010