Program Book Advertising Rate Card

Put your brand before dementia investigators, practitioners and clinicians from around the globe.

Alzheimer's Association International Conference® 2016

Toronto, Canada • July 24–28

alz.org/AAIC

alzheimer's association®
AAIC 16®

On-Site Program Books

Distributed to attendees at registration, the on-site program books are the primary resource for attendees seeking information on sessions, exhibits and networking events.

Each ad space purchased receives placement in all six (6) program books. This includes the Conference Overview and five (5) individual daily program guides.

Your advertisement:

- Reaches attendees as they plan their schedules and navigate exhibits.
- Increases the visibility of your brand as attendees view the ad multiple times in individual daily programs.
- Ensures your message is in the hands of leading professionals in the fields of dementia research, care and practice.

Contact Greg Andruch today at gandruch@heiexpo.com or call 1.630.434.7779 to learn about the 10% price reduction for Exhibitors and Sponsors.

Deadlines

Space reservation due:
Friday, May 6, 2016

Materials due:
Tuesday, May 31, 2016

Premium placements

Back cover	$ 6,120
Inside front cover	$ 5,080
Inside back cover	$ 4,540

See full page dimensions below.

Standard placements

	Dimensions	Price
Full Page Spread	(w x h)	$ 6,530
Bleed	17.25" x 11.25"	
Trim	17" x 11"	
Full Page	(w x h)	$ 3,630
Bleed	8.75" x 11.25"	
Trim	8.5" x 11"	
Half Page	(w x h)	$ 3,085
Bleed	8.75" x 5.75"	
Trim	8.5" x 5.5"	
Quarter Page	(w x h)	$ 2,290
Bleed	4.5" x 5.75"	
Trim	4.25" x 5.5"	

On-Site Program requirements

Art files

- Art files should be at least 300 dpi at desired print size, crop marks and bleeds included.
- High-resolution press-ready PDFs or native files required. PDFs must have fonts embedded and outlined. The publisher cannot be held responsible for problems on press caused by incorrect PDF files.
- Native layout files should be in InDesign, with all links and fonts included.
- Unacceptable file types include, but are not limited to: Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint and Quark XPress.
- All colors should be CMYK.

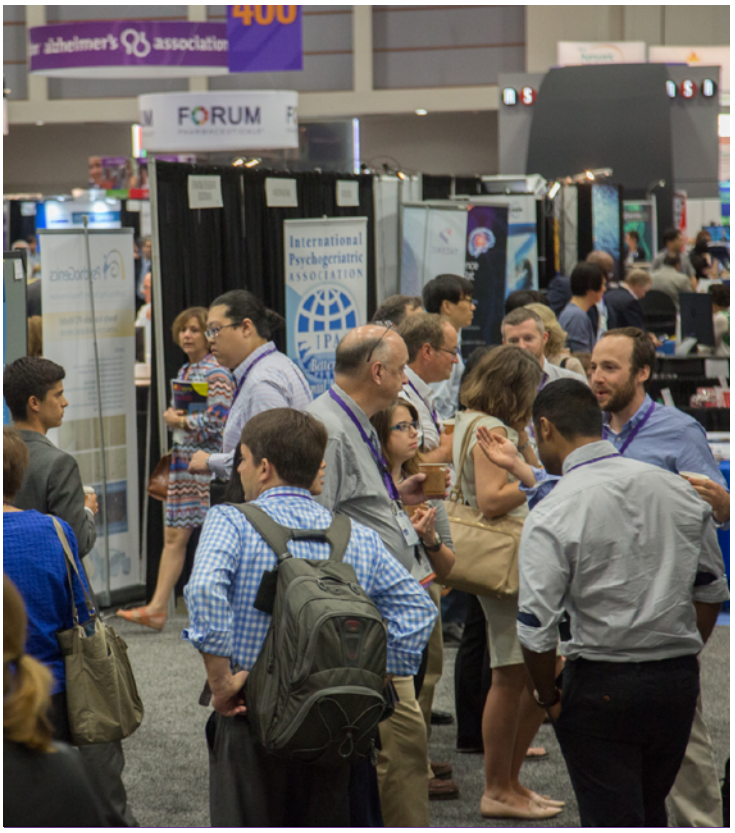
Submitting ad materials

- All ad materials must include a color proof. Without an accurate color proof, the Alzheimer's Association cannot be held responsible for the color outcome.
- A Dropbox invitation will be sent to upload digital files.

Mail proof to:
Greg Andruch, Expo Manager
AAIC 2016
c/o Hall-Erickson, Inc.
98 E. Chicago Avenue, Suite 201
Westmont, IL 60559-1559
p. 630.434.7779

Please contact Greg Andruch at:
gandruch@heiexpo.com with submission questions.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The Alzheimer's Association is not responsible for the final reproductive quality of any materials provided that do not meet these defined specifications.



Please note

- All advertising is subject to the approval of the Alzheimer's Association.
- A minimum $500 late fee will be charged for materials received after deadline.
- Payment on ad space is due 30-days after AAIC 2016 concludes. All prices are net.
- All signed agreements are firm. No cancellations are accepted.

AAIC 2016 Program Book Advertising Agreement

All advertising subject to approval.

Advertiser

Agency (if applicable)

Billing Information

❑ Agency ❑ Advertiser

Contact Name

Billing Address

City, State, Zip

Phone

Fax

Email

Please initial all of your selections.

On-Site Program Standard placement

Full page spread	_____	$ 6,530
Full page	_____	$ 3,630
1/2 page	_____	$ 3,085
1/4 page	_____	$ 2,290

On-Site Program Premium placement

Back cover	_____	$ 6,120
Inside front cover	_____	$ 5,080
Inside back cover	_____	$ 4,540

Credit card information

Full name on card

Card number

Expiration date

CSV

Terms

Signing this agreement indicates firm space commitment in accordance with corresponding rate card. A faxed, signed copy of this agreement is also binding. Advertising agency and/or client are liable should one or the other default. Any ad agency signing for a client will be held responsible for the fulfillment of this non-cancellable contract.

All rates are net. Payment is due 30-days after the conclusion of the AAIC. No agency or cash discounts are permitted. A minimum of $500 late fee will be charged for materials received after the materials deadline.

Advertiser agrees that the publisher's liability (if any) due to omissions or errors in such advertising shall in no event exceed the amount of charges for the listing or advertisings which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred.

Sales contact

Greg Andruch
Hall-Erickson, Inc.
gandruch@heiexpo.com
p. 630.434.7779

Please sign and return insertion orders and payment to:
Hall-Erickson, Inc.
98 E. Chicago Ave., Suite 201
Westmont, IL 60559-1559

alzheimer's association®

THE BRAINS BEHIND SAVING YOURS.®