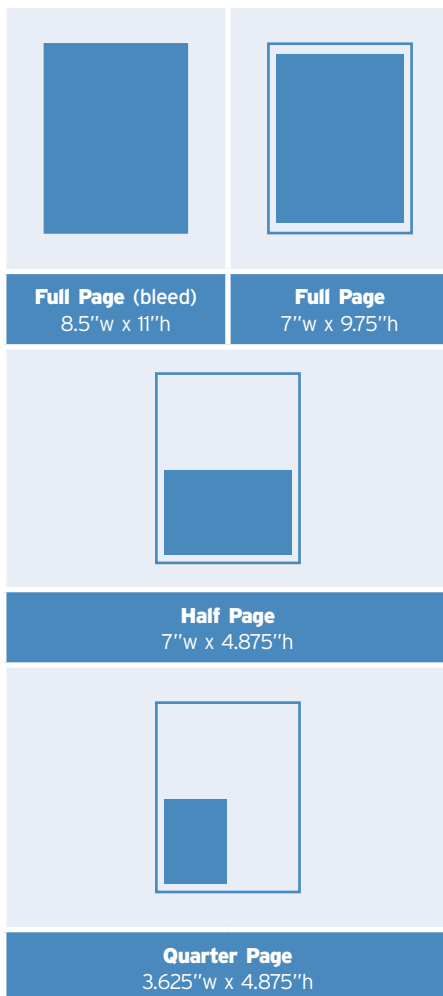


## 2010 National Policy Symposium

Making Connections: All Children → All Families → All Settings

March 9-13, 2010 • Washington, DC

- ▶ **Connect** up to 600 National, state and local child care and early education professionals.
- ▶ **Reach** leaders who connect to millions of parents and child care providers across the country.
- ▶ **Extend** your brand from our resource and referral agencies beyond to the providers and families they support.



### Artwork Specifications

**Full Page, no bleed** = 7" x 9.75" (must include box rule)

**Full Page, bleed** = 8.5" x 11" plus 1/8" on all sides

**Half Page** = 7" x 4.875" (must include box rule)

**Quarter Page** = 3.625" x 4.875" (must include box rule)

#### Bleeds:

- ▶ Allow a minimum bleed of 1/8" on all sides
- ▶ Keep live matter at least 1/4" from page trim
- ▶ Crop marks must be placed outside of the bleed area

#### Artwork requirements:

- ▶ Images must be at least **300 ppi**
- ▶ Four-color process only; no spot colors
- ▶ Art must be submitted as a **press-quality PDF**, all elements embedded.

#### Rules:

Ads requiring box rules must use rules of at least 1/2-point.

#### How should artwork be submitted?

- ▶ Upload (FTP), email, or mail a disk
- ▶ Files up to 5MB via email
- ▶ Files over 5MB, via FTP

#### Tearsheets:

Two copies of the ad in the final format will be mailed to the advertiser two weeks after the event or publication.

## 2010 National Policy Symposium

Please Print

Company \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Select Ad** (check the appropriate box):

<b>Quarter B&amp;W</b> \$250	<input type="checkbox"/>	<b>Full B&amp;W</b> \$700	<input type="checkbox"/>	<b>Cover 3 Color*</b> \$1,950	<input type="checkbox"/>
<b>Half B&amp;W</b> \$400	<input type="checkbox"/>	<b>Cover 2 Color*</b> \$1,950	<input type="checkbox"/>	<b>Cover 4 Color*</b> \$2,250	<input type="checkbox"/>

**Deadlines:**

<b>Ad Reservations</b>	<b>1/15/2010</b>
<b>Materials &amp; Payment</b>	<b>1/30/2010</b>

*Acceptance of advertising does not represent endorsement by the National Association of Child Care Resource & Referral Agencies (NACCRRRA) of any product or service, nor is NACCRRRA responsible for representations made by advertisers.*

*\*Check for availability.*

Check Enclosed Check # \_\_\_\_\_

Credit Card (check one):  AMEX  Visa  MasterCard  Discover

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Holder's Name (please print) \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

**Contact Information:**

<b>Artwork Submission</b>	<b>Ad Inquiries and Corporate Sponsorship</b>
<b>Send to:</b> Marcy Michael, 3101 Wilson Boulevard, Suite 350, Arlington, VA 22201 and marcy.michael@naccrra.org	Marcy Michael at (703) 341-4115 and marcy.michael@naccrra.org