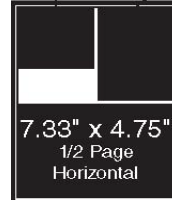
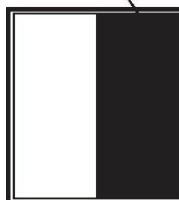


# Advertising Rates and Specifications



7.33" x 9.75"  
FULL PAGE

Regular full page \$1000  
Inside Front Cover \$1100  
Inside Back Cover \$1100  
Back Cover \$1150



1/2 Page \$700  
1/4 Page \$500  
1/6 Page \$400

**All print ads in Conference Program are in full color. Ads due January 15.**

**Electronic file requirements:** For Macintosh or PC platforms, print resolution is 300 dpi. A print resolution pdf is preferred, but be aware of the font licensing problems in the latest version of Acrobat and convert fonts to outlines or provide the native files in case we need to use them instead of the pdf. Native electronic files may be Adobe Illustrator, Adobe InDesign, PageMaker, Photoshop or QuarkXpress. You must include screen and printer fonts, images, and a hard copy (laser proof) of the ad to verify content. To control file complexity, all color photos should be no more than 300 dpi CMYK Tifs (not photoshop eps'), and must be imported at between 75% - 125%. If an image is placed at a higher or lower percentage, please scale in photoshop and reimport at 100%. Avoid incurring additional charges due to printing problems arising from file complexity.

**Ad Order Form must be submitted on-line at:**

<http://www2.dickinson.edu/prorg/nectfl/adorderform2012.htm>. Email ad copy to: [necflexhibits@dickinson.edu](mailto:necflexhibits@dickinson.edu). To guarantee that content is correct, a hard copy of ad must be mailed to: Susan Shaffer, Exhibits Manager, Northeast Conference, PO Box 1773, Carlisle PA 17013. Trim size for Program is 8 1/2" x 11". No bleeds accepted, accuracy of gutter cannot be guaranteed. Any additional prepress and printer costs will be billed at cost to advertiser.

**Website Ads - ALL NEW! – The Northeast Conference is proud to offer website ads to companies who commit to a sponsorship as part of our annual show. Choose either a 3-month (\$300) or 6-month (\$600) ad. Call me for details!**

**For more information or questions regarding advertising, contact:**

**Susan Shaffer, Exhibits Manager**  
**Northeast Conference on the Teaching of Foreign Languages**  
**PO Box 1773**  
**Carlisle PA 17013**  
**717-245-1977**  
**[necflexhibits@dickinson.edu](mailto:necflexhibits@dickinson.edu)**