

PEPTALK 2013

January 21-25, 2013

Renaissance Hotel & Palm Springs Convention Center
Palm Springs, California

CAMBRIDGE HEALTHTECH INSTITUTE
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2013 ADVERTISEMENT SPECIFICATIONS FOR PROGRAM GUIDE AND EVENT DIRECTORY

In order to meet our binding deadlines, we must receive your advertisement artwork by **November 23, 2012**

The following are the specifics on the advertisement:

	Live Area Dimensions (width x length)	Non-Exhib/Spns Rates	Exhib/Spns Rates
BLACK AND WHITE			
Full Page	11" x 8.5"	\$1,400	\$700
<i>Live area</i>	10.5" x 8"		
1/2 Page Horizontal	5.5" x 8.5"	\$1,100	\$550
<i>Live area</i>	5" x 8"		
COLOR PREMIUM			
1/2 Page Horizontal	4.25" x 11"	\$1,200	\$650
<i>Live area</i>	3.75" x 10.5"		
COLOR PREMIUM			
Full Page	11" x 8.5"	\$1,800	\$900
Inside Front Cover	11" x 8.5"	\$4,800	\$2,400
Inside Back Cover	11" x 8.5"	\$4,800	\$2,400
Outside Back Cover	11" x 8.5"	\$5,600	\$2,800
<i>Live area</i>	10.5" x 8"		

Note: Bleeds only accepted on cover advertisements.

Acceptable File Type: Adobe Acrobat **"High Resolution"** pdf.

-BEFORE creating the pdf make sure that all images are 300 dpi and use the CMYK Color Mode.

-Make sure the embed all fonts option is selected.

-If you would like ads to bleed you MUST make the ad extend at least 1/4 inch off the 11" x 8.5" page.

-If you have ads that are to "bleed" off the page you MUST ALSO indicate this with.

For questions regarding these specifications please email Ann Handy at ahandy@healthtech.com

Please send questions or send electronic submissions to:

Subject: **AD for PEPTALK 2013 (company name)**

Attention: Elaine Eskedal

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