



# 2009 National Women's Leadership Conference September 24-26, 2009 Kansas City, Mo

## 2009 Conference Program Advertising Order Form

Company name \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 Address 2 \_\_\_\_\_  
 City, State, ZIP \_\_\_\_\_  
 Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

All advertising is subject to ABWA approval.  
 Advertising Space Deadline:  
 July 10, 2009  
 Payment/Materials Deadline:  
 July 17, 2009

### Mechanical Specs

- Digital Files: Quark 6.1, Photoshop, Illustrator files. Need to be EPS or Tiff files. Include all fonts and scans with digital files.
- Advertising materials may be sent via e-mail and must be a high resolution PDF (300 DPI or higher. Magazine is printed at 133 or 150 line screen).
- Photos in ads need to be scanned at 300 dpi (high resolution).
- Email artwork to [cbell@abwa.org](mailto:cbell@abwa.org) In SUBJECT line of e-mail: **Artwork for conference program.**

### Terms

- Publisher may reject ads that do not meet the program's standards of content.
- No agency commissions.
- Advertiser assumes full responsibility and liability for ad.
- Publisher is not responsible for contingencies beyond his/her control and is not liable for failure to publish an ad.
- Advance payment is required unless placed through an accredited agency.
- "Advertisement" shall appear on material that the publisher believes may be confused with editorial.
- Publisher holds advertiser and/or its agency jointly and severally liable for payments.

**Check the size of ad you are purchasing**

AD SIZE	DIMENSIONS W X H in inches	COST	
		B&W	4/color
<input type="checkbox"/> Full Page	7.5" X 9.75"	\$650	\$1,000
<input type="checkbox"/> Half Page	7.5" X 4.25"	\$350	\$ 600
<input type="checkbox"/> Quarter Page	3.5" X 4.25"	\$190	\$ 450
<input type="checkbox"/> Eighth Page	3.5" X 2"	\$100	N/A

**(Business Card)**

**Program Trim Size: 8.5" X 11" No Bleed Advertising**

For premium ad positions and rates, contact Cynthia Bell at ABWA National Headquarters, 816-361-6621 x 258

### \_\_\_\_\_ Company Logo next to Exhibitor Listing \$50

Make your exhibitor listing in the Program stand out with your logo.

### \_\_\_\_\_ Insert in Registration Bag \$500

Maximum size 8-1/2 X 11" and up to 4 ounces  
 Send to ABWA National office between Aug 20 and Sept 2.  
 Payment must be received before Sept. 2, 2009

Payment by check  **OR** Credit Card **(Circle)** Visa MasterCard Discover (No American Express)

Card Authorized Signature \_\_\_\_\_ **Amount due in full \$** \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration date \_\_\_\_\_ 3-digit security code \_\_\_\_\_

Address to credit card if different than business address \_\_\_\_\_

Mail check to: **Cynthia Bell** Or fax form with credit card payment to: 816-361-4991  
 ABWA- N.C. Program Advertising  
 9100 Ward Parkway Kansas City, MO 64114

**X Advertising Authorized Signature** - Signing this order form is a firm ad space commitment. **No cancellations accepted.**

**For Sponsorship Opportunities ( such as luncheons, general sessions, entertainment, receptions, etc.) contact Cynthia Bell at [cbell@abwa.org](mailto:cbell@abwa.org) or call 816-361-6621 X 258**