

Society of Decorative Painters • Conference Program Book Advertising Contract • May 17-21, 2011 • Wichita, Kan.



If you are exhibiting at SDP's Expo, an advertisement in the corresponding Program Booklet is invaluable. Painters carefully plan their Expo shopping adventure, highlighting the booths they wish to visit and often numbering them in priority order. A Program Book ad, (especially a color ad), puts you at an advantage, drawing the eye of your potential customers and putting you on their priority shopping list. Program Booklet ad space is limited. Send in your ad today!

Advertising Deadline: February 1, 2011

1 Company Name _____ Membership Number _____
 Contact _____ Telephone _____
 Address _____ Fax _____
 City, State, Zip _____ Email _____
 Signature _____ Date _____
(Your signature represents a binding agreement)

2 Ad Size: Full Page 1/2 Page 1/4 Page
 Color B&W

Size	Dimensions (WxH)	Color	B&W
Full Page	4-5/8" x 7-5/8"	\$250	\$150
Full Page w/ bleed	5-1/2" x 8-3/8" trim (please add 1/4" to w&h)	\$250	\$150
1/2 Page	4-5/8" x 3-5/8"	\$150	\$90
1/4 Page	2-1/8" x 3-5/8"	\$100	\$60

3 Please design my ad for additional \$30. Yes No
 Please send complete copy (and photo(s)) for your ad to the contact below. Revisions must be limited to 2 rounds, thereafter an additional \$10 will be added for each additional round of changes.

ONLY PREPAID ADVERTISING WILL BE ACCEPTED.

Ad space reservations must be made by contract to the mailing address, fax or email address below.

The editor reserves the right to reject any advertising.

4 Please check one:
 Enclosed is the money order/check # _____ in the amount of \$_____, payable to SDP.
 Charge \$_____ to the following credit card: VISA MasterCard (SDP accepts these cards only.)
 Card Number _____ Exp. Date _____
 Signature _____ Date _____

***Important: Payment in full, artwork/photos & text for ad or completed ad are required when submitting this contract. To maintain the quality of the SDP Conference Program Booklet and to ensure proper reproduction of your advertisement your artwork/photos must be at least 300 dpi or high resolution. We can receive your ad as InDesign/Illustrator/Photoshop or as TIF, EPS, JPG or PDF file. Please send fonts with any working files. If we do not receive your ad to the correct size or printable format a \$30 production fee will be charged to you.

Return to: SDP Conference Program Book • 393 N. McLean Blvd., Wichita, KS 67203-5968
 Phone: (316) 269-9300 ext. 119 • Fax: (316) 269-3535 • dawn@decorativepainters.org
 WWW.DECORATIVEPAINTERS.ORG • Please keep a copy for your records

2011 Conference Program Book Ad Dimensions

Full Page

4-5/8" x 7-5/8"
(4.625" x 7.625")

Full Page -trim

5-1/2" x 8-3/8"
(5.5" x 8.375")

with a 1/8 inch bleed =
5-3/4" x 8-7/8"
(5.75" x 8.875")

1/2 Page

4-5/8" x 3-5/8"
(4.625" x 3.625")

ONLY HORIZONTAL

1/4 Page

2-1/8" x 3-5/8"
(2.125" x 3.625")

ONLY VERTICAL